

**CONSUMER BEHAVIOUR OF VISITORS ATTENDING THE MANGAUNG AFRICAN
CULTURAL FESTIVAL (MACUFE)**

By

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DECLARATION OF INDEPENDENT WORK

I, Leepile Johannes Mohotloane, ID number [REDACTED] and student number [REDACTED], hereby declare that this research project submitted to the Central University of Technology, Free State, for the degree MAGISTER OF MANAGEMENT SCIENCES IN TOURISM AND HOSPITALITY MANAGEMENT, is my own independent work and complies with the Code of Academic Integrity, as well as with other relevant policies, procedures, rules and regulations of the Central University of Technology, Free State; and has not been submitted before to any institution by myself or any other person in fulfilment (or partial fulfilment) of the requirements for the attainment of any qualification.

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SUMMARY

Festivals can contribute to the economic development of local areas because they have the potential to attract large numbers of attendees. It is thus important for festival organisers (and host cities) to know the demographic composition of attendees, their experiences and how much they spend during the festival. This information is likely to assist organisers in tailor-making offerings and marketing strategies towards attracting potential future attendees. Consumer behaviour is therefore a vital component of festivals. Although research on festival tourism is prolific in the South African context, there is a dearth of research on the biggest festival in the Free State province, the Mangaung African Cultural Festival (Macufe). In addressing this, the aim of this study was to assess the consumer behaviour of visitors to Macufe.

Macufe attracts more than 140 000 attendees to Bloemfontein annually. Owing to the size of the population, a quantitative approach was selected as the most suitable for reaching the aim of the study. A structured questionnaire was administered to 400 festival attendees at the 2016 festival. The questionnaire consisted of six sections: demographics, accommodation, transportation and parking, food and beverage, shows and entertainment, and general issues. Data were interpreted using both descriptive and inferential statistics.

The findings indicated that most of the attendees were local residents and from the Free State Province. The group with the second most attendees was from Gauteng. The findings also showed that there were attendees from all nine provinces of South Africa. The majority of respondents were African males, with the average age distribution between 21 and 40. Most respondents spent more than R500 on food and more than R1 000 on beverages. The majority of respondents also spent between R500 and R1 000 on shows and entertainment. The vast majority of respondents (around 80%) felt that shows and entertainment were well organised reasonably priced and that the

venues were suitable. The study concluded with appropriate recommendations to the festival organisers.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

The tourism industry is one of the world's largest industries in the world, generating one out of every 10 positions globally (Khosla, 2010:220; The Travel and Tourism Competitiveness Report, 2017). The hospitality sectors the largest sector within the tourism industry, estimated to comprise as much as 77% of the industry (THETA,

2011). Hence, the term 'tourism and hospitality industry' applies widely. The tourism and hospitality industry contributes to the economic development of countries and regions by creating sustainable jobs, which reduces poverty and dependability on government grants and funding. This, in turn, decreases crime, generates taxes and advances social development (Khosla, 2010:220).

Tourism currently presents 3% of the GDP in South Africa, and around 9 million international tourists travelled to South Africa in 2016 (The Travel and Tourism Competitiveness Report, 2017). The industry also offers jobs to 700 000 South Africans (Statistics South Africa (SSA) Mid-year Population Estimates, 2015:8). Tourism further has the potential to attract visitors to particular areas. This especially applies to events or event tourism (Harper, 2007:102). In this sense, there are three types of events: business events, sports events and festivals (Getz, 2007:403).

According to Tian and Qi (2010:91), a business event relates to individuals travel with the aim of conducting or advancing business and business-related interests. On the other hand, Yoshida and James (2010:338) indicate that a sport event is an activity involving physical exertion and skill that is governed by a set of rules or customs and often undertaken competitively. Lastly, Bacs (2011:1) describes festivals or galas as events that usually originate from a particular society, aimed at celebrating certain unique characteristics of the society or group of people in that society. The focus of this investigation is on festivals.

Festivals are an important motivator for tourists to travel, and destinations that offer festivals should take their potential impact into consideration, especially when developing marketing plans (Harper, 2007:102). The role and impact of planned festivals are well documented and are increasingly important for destination competitiveness (Harper, 2007:102). Alebaki and Lakovidou (2011:123) argue that festival organisers seek a competitive advantage to ensure that packages are tailor made to the needs of individual attendees. As a result, organisers constantly need to identify and point out the ever-changing needs and wants of festival goers to provide them with a memorable experience (Carlsen, Ali-Knight and Robertson, 2008:3).

Research on festival tourism in South Africa is prolific (Marais and Saayman, 2011:147). Some research studies on festivals include that of Saayman and Rossouw (2011:602) which measured the economic value of the Grahamstown National Arts Festival, and of Van Heerden (2003:74) which focused on Afrikaans-speaking performers at the Aardklop Festival in Potchefstroom. Kruger and Saayman (2009:147) investigated the travelling motives of visitors attending the Oppikoppi Festival, whereas Kruger, Saayman and Ellis (2010:79) researched the impact of first-time versus repeat visitors at the Klein Karoo National Arts Festival (KKNK).

Strydom, Saayman and Saayman (2006:12) investigated the Volksblad Arts Festival (currently known as the Vrystaat Arts Festival) in Bloemfontein with an emphasis on its economic impact on the host community. Similarly, Van der Merwe, Saayman and Saayman (2009:86) studied the socio-economic impact of KKNK and found that it contributes significantly to the economy and community of Oudtshoorn.

Kruger, Saayman and Strydom's (2010:92) study of the Volksblad Arts Festival, specifically off first-time versus repeat visitors, indicated differences that could affect the sustainability and future of the festival. Engelbrecht, Kruger and Saayman (2011:247) studied cultural differences between festival goers based on their socio-demographic characteristics and motivation to attend a festival. Their results showed statistically

significant cultural differences based on their socio-demographic characteristics, entrepreneurial attributes, motivation to attend, as well as their perceived role at the festival.

Labuschagne and Saayman (2014:1) researched the role of location in the attendance and spending of festival attendees at the Innibos Arts Festival, Vryfees (currently the Vrystaat Arts Festival) and Kierieklapper Arts Festival. The findings showed that, although small- and medium-sized festivals differ from one another and also from larger arts festivals, the travel motives of attendees centered on four aspects: family and arts, meeting new people, the quality of productions offered, and the uniqueness of the experience.

Internationally, numerous studies have been conducted on festivals. These include the study of Carneiro, Eusebio and Pelicano (2011:290) focusing on attendees' expenditure patterns at music festivals in two regions of Portugal (Oporto and the Coast of Alentejo). Yang's (2010) study of consumer behaviour in event tourism showed that experiential marketing has positive effects on the satisfaction of attendees, but not on the loyalty of attendees. Lee, Yang and Lo (2008:234) investigated customer satisfaction and customer characteristics in Taiwan (Herrero, Sanz and Devesa, 2011:639), whereas Egresi and Kara (2014:94) studied visitor motivation for attending small-scale festivals and events in Istanbul, Turkey.

1.2 Problem statement

Owing to the multitude of festivals being offered in South Africa, festival tourism has become a major source of income for local areas. Cities that offer festivals need to have accurate and updated information not only on why tourists attend the festivals, but also on the products and services they spend money on. Festival organisers thus need to know the behaviour of the consumers who attend festivals. Macufe is a major annual festival in Bloemfontein that draws huge numbers of visitors. Despite this, no previous

research exists on the consumer behaviour of visitors attending the festival. This investigation therefore aims to ascertain the consumer behaviour of visitors to Macufe. This is likely to inform the event organisers and the city of Bloemfontein on the type of visitors that attend the festival, which can lead to more focused marketing and management strategies.

1.3 Objectives and research questions

1.3.1 Primary and secondary objectives

The primary objective of this study was to investigate the consumer behaviour of visitors attending Macufe in Bloemfontein.

The following secondary objectives were envisioned for this study:

- 1 To compile a demographic profile of visitors to Macufe.
- 2 To determine the experiences related to accommodation of visitors to Macufe.
- 3 To determine the expenditure patterns related to accommodation of visitors to Macufe.
- 4 To determine the experiences related to food and beverage of visitors to Macufe.
- 5 To determine the expenditure patterns related to food and beverage of visitors to Macufe.
- 6 To determine the experiences related to shows and entertainment of visitors to Macufe.
- 7 To determine the expenditure patterns related to shows and entertainment of visitors to Macufe.
- 8 To determine the experiences related to general issues pertaining to the festival of visitors to Macufe.

1.3.2 Research questions

1. What is the demographic profile of visitors to Macufe?
2. What were the experiences of visitors to Macufe, related to accommodation?
3. How much did visitors spend on accommodation during Macufe?
4. What were the experiences of visitors to Macufe, related to food and beverage?
5. How much did visitors spend on food and beverage during Macufe?
6. What were the experiences of visitors to Macufe, related to shows and entertainment?
7. How much did visitors spend on shows and entertainment during Macufe?
8. What were the experiences of general issues pertaining to Macufe?

1.4 Research methodology

According to Creswell (2009:15), research methodology comprises the methods are used to conduct a research investigation. This includes data collection, analysis and the interpretation of the research findings. Research methodology is defined by Kothari (2004) as a set of systems of methods, principles and rules for regulating research in a particular discipline. Similarly, Page, Carr and Eardley (2012) describe research methodology as the system of methods and principles used in a particular discipline when investigating a particular phenomenon.

1.5 Research approach and design

Sanders, Lewis and Thornhill (2007:6) contend that research approaches can be divided into two groups, namely quantitative and qualitative approaches.

Quantitative research refers to the systematic investigation of social phenomena through statistics, mathematical or computational techniques (Hunter and Leahey, 2008:290). On

the other hand, qualitative research refers to an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. Mixed-methods research is known as the type of research in which a researcher or team of researchers combine elements of both qualitative and quantitative research approaches for the purpose of breadth and depth of understanding and corroboration (Cresswell, 2009). Owing to the nature of the current study and the large population involved, the quantitative research approach was applied. Data were gathered by means of a structured questionnaire administered to attendees at Macufe 2016 (Hunter and Leahey, 2008:290).

Research design pertains to the planned actions to be followed in conducting scientific research (Brotherton, 2008:14) and describes the procedures and tools to be used in answering the research questions. The research design applicable to this study is a case study, as Macufe was the unit of analysis. A case study is a research strategy which focuses on understanding the dynamics present within single settings (Baxter and Jack, 2008:544). Thomas (2011:21) defines a case study as an in-depth exploration from multiple perspectives of the complexity and uniqueness of a particular project, policy, institution, programme or system in a 'real life' context. Thomas (2010:575) also notes that case studies typically combine data collection methods such as archives, interviews, questionnaires and observations.

1.5.1 Measuring instrument

A structured questionnaire was used to gather data from participants. A structured questionnaire can be defined as a list of carefully structured questions, chosen after testing, with the view to elicit reliable responses from a chosen sample (Veal, 2006:78). Structured questionnaires are usually closed-ended and have a fixed choice of questions (Veal, 2006:78). Structured questionnaires could also be regarded as standardised interviews where the same questions are posed to each respondent (Veal, 2006:78). In

this study the questionnaire was based on Yang's (2010) study on consumer behaviour at festivals.

1.6 Limitations of the study

Limitations usually involve the characteristics of the design or methodology that could affect the results of the study, and the way in which data are gathered and interpreted. The key limitation of this study was that it was restricted to the annual Macufe in the city of Bloemfontein. It is thus not possible to generalise the findings beyond this festival. Other limitations included the unwillingness of respondents to participate in the datagathering process.

1.7 Significance of the study

The study provides a framework for future research on the issue of consumer behaviour of visitors attending festivals. It aims to serve as a guideline for both festival organisers and business owners to assist them in matters associated with the structure and organisation of tourism festival events.

1.8 Layout of the chapters

The study is set out in the following chapters.

Chapter 1: Introduction

Chapter 1 gives a thorough introduction to the study and what it entails. This includes the introduction to the study, problem statement, objectives and research questions, research question, methodology, approach and design, measuring instruments, limitations to the study and its significance. The aim of this chapter to give a specific purpose and outline of the entire study that will be conducted.

Chapter 2: Consumer behaviour and decision making

Chapter 2 deals with the behavioural patterns of consumers that enable them to make purchasing decisions. It also focuses on demographic variables and the aspects that have an impact on consumers 'buying behaviour'.

Chapter 3: Festival tourism

Chapter 3 reflects on festivals and their importance for local communities. It explains the term 'festival tourism' and discusses the importance and economic impact of festival tourism, as well as the characteristics of festivals. It presents festival tourism as being part of the marketing strategy of local areas.

Chapter 4: Profiling the Free State Province and Macufe

Chapter 4 focuses mainly on profiling the Free State Province and Bloemfontein. It also provides an overview of the aims and development of Macufe.

Chapter 5: Research methodology

Chapter 5 presents a discussion of the methodology that was adopted in the study. This includes the research approach and design, the population and sampling, the development of the data-gathering instrument, data collection methods, and data capturing and analysis.

Chapter 6: Analysis of the findings

Chapter 6 analyses and discusses the main findings of the study.

Chapter 7: Conclusions and recommendations

Chapter 7 presents the conclusions of the study based on the empirical findings. Applicable recommendations to the festival organisers are also proposed.

CHAPTER 2: CONSUMER BEHAVIOUR AND DECISION MAKING

2.1 Introduction

Consumer behaviour is of prominent interest to marketers. Knowledge of consumer behaviour aids marketers in comprehending the thoughts and feelings of consumers, as well as how they select among alternative products and services. It also relates to the influences of the external environment, such as reference groups and family, on the buying behaviour of consumers (Krajbich, Armel and Rangel, 2010:1292). Although most of these factors are beyond the control of marketers, they need to consider them in order to understand the complexity of consumer behaviour (Krajbich *et. al.*, 2010:1292).

Without consumers, no organisation can be successful and sustainable in the long term. The study of consumer behaviour is concerned with consumer buying behaviour. In this approach, the consumer fulfils three distinct roles: that of user (the consumer uses a product or service after purchase), payer (the consumer pays when purchasing a service or product) and buyer (the consumer takes the first step in making the decision to purchase a service or product).

Krajbich *et. al.*, (2010:1292) suggests that consumer buying behaviour has become an integral part of strategic marketing plans. They define a strategic marketing plan as the process during which the operational and managerial staff of a company create and implement effective marketing strategies. Salai, Sudarevic, Djokic and Pupovac (2014:501) note that it is the individuals in a particular environment who create values, beliefs, customs and rituals that influence people's behaviour and lifestyle. Consumer culture is a response to these behaviour patterns. This consumer culture is a social phenomenon where consumers' aims, wishes and needs are formed, as well as acceptable tools for attaining customers' goals (Salai *et. al.*, 2014:501).

Petra's (2012:1) investigation of consumer behaviour in the insurance market found that most consumers act irrationally under the influence of certain factors. Ghafelehbashi,

Asadollahi and Nikfar (2011:1) also conducted a study on the familiarity with all types of involvement in consumer behaviour. In another study, Bartels and Johnson (2015:47) focused on connecting cognition and consumer choice. They aimed to understand consumption and consumers—ranging from altruistic (charitable giving) to selfish (competitive influences on decisions) dimensions. Gilbert (1992:467) conducted a study on the factors of consumer behaviour related to ‘overseas holidays’ in the UK. His focus was on consumer behaviour in relation to their travel patterns.

The aim of this chapter is to provide a broader understanding of consumer behaviour and its influence on individuals’ behavioural patterns.

2.2 Explaining consumer behaviour

Consumer behaviour is the study of individuals, groups or organisations and the processes they use to select, secure and dispose of products, services, experiences or ideas to satisfy their needs (Foxell, 2005:179). The study of consumer behaviour attempts to understand the decision-making processes of buyers, both individually and in groups, as well as the emotions that affect buying behaviour (Foxell, 2005:179). Consumer behaviour as a field also focuses on the characteristics of individual consumers, such as demographics and behavioural variables, in an attempt to understand people’s needs and wants (Kruger, Botha and Saayman, 2012:108). Furthermore, this field is concerned with how family, friends, reference groups, and society in general affect the behaviour of consumers (Kruger *et al.*, 2012:110).

Consumer behaviour can also be viewed as a mental decision-making process (Keske and Loomis, 2008:249). Consumer behaviour can also be explained as the decisionmaking process and physical activities involved in acquiring, evaluating, using and disposing of goods and services (Saxena, 2010; Lajos, Katona, Chattopadhyay and Sarvary, 2009:122). Consumer behaviour can also be the process where the consumer has to make a decision whether to purchase a product or service he/she is interested in

and whether that service/product is a need or a want (Keske and Loomis, 2008:249). According to Horner and Swarbrooke (2007:1), consumer behaviour refers to the things that a consumer does when buying and using products and services.

In the marketing context, the term 'consume' refers not only to the act of purchase itself, but also to patterns of aggregate buying which includes pre-purchase and postpurchase activities (Lajos *et. al.*, 2009:122). Yang, Gu and Cen (2011:30) define consumer behaviour as an affirmed likelihood for customers to engage in certain behaviour. This definition applies to this study, since consumer behaviour studies are based on consumer buying behaviour, with the consumer playing the three distinct roles of buyer, payer and user.

Pre-purchase activity pertains to the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy the needs and wants of consumers. Post-purchase activity refers to the evaluation of the purchased items in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently bought items (Lajos *et. al.*, 2009:122). Solomon (1995:7) first defined consumer behaviour as those acts of individuals directly involved in obtaining, using and disposing of economic goods and services, including the decision processes that precede and determine these acts. He (Solomon, 2006) later added a different meaning and understanding to the concept by defining it as the processes involved when individuals or groups select, use or dispose of products, services, ideas or experiences to satisfy their needs and desires. However, the field of consumer research goes far beyond the managerial perspective, where primary focus is placed on consumption. Hofstede and De Mooij (2010:85) strongly advocate that the purchasing decision is only a small component in the number of events involved in the consumption experience.

Hofstede and De Mooij (2010:85) point out that service providers must expand their view of consumer behaviour to examine all facets of the value potentially provided when some living organism acquires, uses or disposes of any products that might achieve a goal, fulfil a need, or satisfy a want. Latty and Beekman (2011:307) note that the decision-making process then assumes secondary importance as compared to consumption. While some outcomes may be significant to marketing practice, the overall goal of such research endeavour is to achieve better understanding of consumer behaviour (Latty and Beekman, 2011:307).

Consumer decision-making has long been of interest to researchers. About 300 years ago, early economists, led by Nicholas Bernoulli, John von Neumann and Oskar Morgenstein, started to examine the basis of consumer decision making (Richarme, 2005). Contemporary research on consumer behaviour considers a wide range of factors which influence the consumer, and acknowledges that the range of consumption activities can go beyond purchasing. Ghafelehbashi *et. al.*, (2011:1) distinguishes the three approaches of marketing as follows: the cognitive approach, individual state approach and response approach.

The cognitive approach involves a permanent relation that can be considered as a criterion; thus, it is not measurable. According to Ghafelehbashi *et. al.*, (2011:1), the term 'cognitive' refers to the act or process of understanding, knowing or perceiving something. For example, when consumers have knowledge of a particular festival, it becomes easier for them to make the decision to attend the festival, or when they have an understanding of a tourism holiday package and know exactly what they are looking for in a holiday, selecting the holiday destination will not be a difficult decision to make. This approach explains involvement as an important factor in studies especially in relation to the effectiveness of advertising (Ghafelehbashi *et. al.*, 2011:1).

The second approach is the 'individual state' which points to a special viewpoint in a special situation. For example, when marketers decide to advertise particular product,

they have to consider the viewpoint of the consumer. In a case of marketing a holiday package, the marketers have to understand how consumers view that holiday destination. These are the aspects (namely that their needs and wants have been catered for) which consumers will consider before deciding to engage in or purchase a specific holiday package.

The response approach refers to involvement based on response patterns. These response patterns include need recognition, information search, evaluation of alternatives, the building of purchase intention, the act of purchasing, consumption and, finally, disposal. This complete view of consumer behaviour has evolved through a number of stages over the past century (Ravichandran, Bhargavi and Kumar, 2010:126). Ghouri, Khan, Siddqui and Alam (2010:96) indicate that the high degree of globalisation of markets, increasing competition and asymmetric information mean new challenges for the participants of the markets. This also applies to the festival market. As new trends develop within the festival markets, the need for investment in the acquisition of knowledge about consumer behaviour becomes paramount (Ghouri *et. al.*, 2010:96).

Many festival organisers are creating innovative offerings based on the modernist mindset, which is clear and structured (Ghouri *et. al.*, 2010:96). Modernism assumes that autonomous systems behave according to rational economic models. McGuire and Kable (2012:216) point out that, when festival organisers do research on new activities to be included in festival packages, they assume that the key to achieving higher profits is to rely more on knowledge which helps to identify price and offer the right product to the right client.

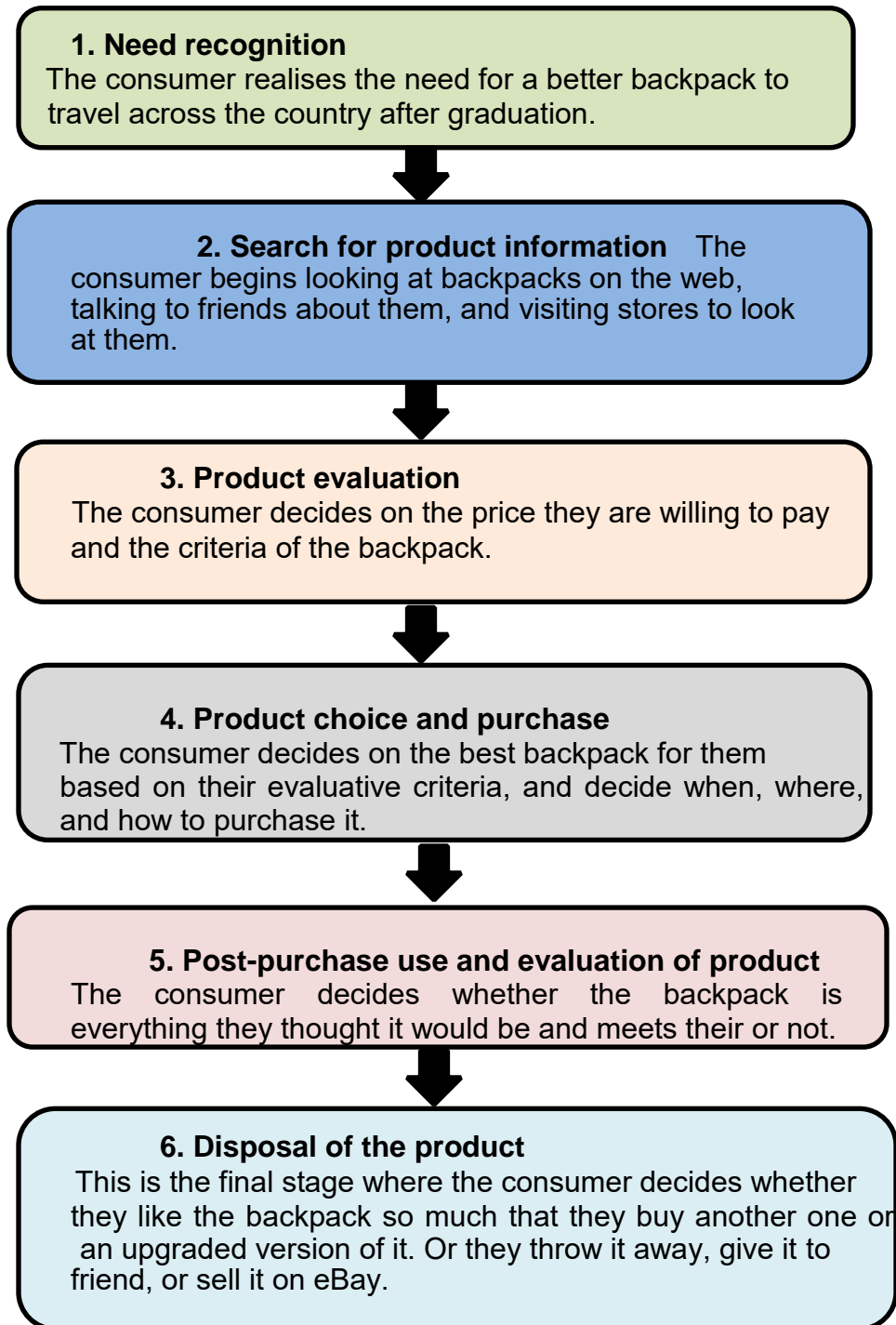
Mercurio and Forehand (2011:555) suggest that one of the effective elements in information processing is consumer involvement. Mercurio and Forehand (2011:555) note that the knowledge of consumer behaviour helps the marketer understand how consumers think feel and select from alternative products. Chan, Berger and Van Boven (2012:561) insist that, overall, the study of consumer behaviour is rapidly evolving as

researchers are recognising and implementing new techniques and trans disciplinary perspectives to understand the nature of purchase and consumption behaviour. To the marketer the dynamic nature of consumer behaviour implies rapid product development, changing communications and distribution stages in order to be more effective(Chan *et. al.*, 2012:561).

2.3 The consumer decision-making process

This section presents the stages in the consumer purchasing process and outlines the buying stages the consumer goes through in order to make decisions. At any given time, consumers find themselves in some sort of buying stage. Figure 1 explains the consumer decision-making model.

Figure 1: The consumer decision-making process



Source: Knight (2009:105)

The consumer decision-making model comprises six stages: need recognition, search for product information, product evaluation, product choice and purchase, post purchase use and evaluation of products, and disposal of the product. These stages are discussed in detail below:

Stage 1: Need recognition

Marketers often try to stimulate consumers into realising they have a need for a product. In the context of festivals, organisers can devise innovative ideas to gain a competitive advantage over other festivals in the same locality (Knight, 2009:105). In order for this to succeed, festival marketers have to understand consumer needs and preferences. Consumers always want to try something new and different, something that makes them feel unique and special. These factors play a vital role in their consumption behaviour (Knight, 2009:105).

Stage 2: Search for information

Wollschlager and Diederich (2012:3) highlight that, once consumers have attended several tourism festivals, they often know what they like and dislike about them. Similarly, there might be a particular activity that they had purchased in the past that they liked and want to purchase again in future. However, consumers ask friends, family and neighbours about their experiences with products and or services (Wollschlager and Diederich, 2012:3).

Tourism information has become easier to access lately through internet sites such as Amazon.com and Epinion.com, as well as through magazines such as Consumer Reports and Events Magazine. The site Epinion.com offers product ratings, buying tips and price information, whereas Amazon.com offers product reviews written by consumers. Consumers prefer independent sources when looking for product and

service information. Therefore, when comparing the two internet sites, they seem to both offer effective, reliable and the latest, updated information (Wollschlager and Diederich, 2012:3). In addition, consumers do consult non-neutral sources of information, such as advertisements, brochures and company websites.

Stage 3: Product evaluation

Different information sources (e.g., the Internet) can be used to make purchasing decisions. Owing to the variety of options available, it is difficult for consumers to examine all of them (Knight, 2009:105). For this reason, festival organisers have developed evaluative criteria to help consumers narrow down their choices. Evaluative criteria include certain aspects that are important to consumers, such as the price of the festival package, the size, and the total population of attendees to the festival. Some of these aspects are more important than others, for example, the size of the entire festival and the price might be more important to a consumer than the actual events taking place at the festival (Knight, 2009:105).

Festival organisers need to convince consumers that the evaluative criteria they are considering reflect the strengths of their products and services. For instance, consumers might not have thought about attending a festival or of the extent of the festival package they want to purchase. However, the festival organisers might remind them through magazine advertising, packaging information and websites that they should pay attention to these features, which happen to be key selling points of the festival (Knight, 2009:105).

Stage 4: Product choice and purchase

At this stage, the consumer decides which package to purchase. However, in addition to the package, the consumers may also be making other purchasing decisions, such as where and how to purchase the festival package and on what terms. For example,

consumers can decide, due to their busy schedule, to buy tickets online instead of going to a place where tickets are sold. This is the point where consumers make other purchasing decisions also related to ticket purchasing, travelling plans, as well as accommodation arrangement (Knight, 2009:105).

Stage 5: Post-purchase use and evaluation

Knight (2009:105) notes that consumers often react negatively when they discover that a package they purchased does not meet their expectations or does not deliver what it had promised at the time of purchase. Consumers want to feel good about their purchase at all times and often react negatively when their expectations are not being met. When consumers doubt their purchasing behaviour, it can become a concern for marketers (Knight, 2009:105). If consumers do not feel good about what they have purchased, they might return the item and never purchase anything from the same organisation again. Organisations react differently in trying to prevent buyer's remorse, for instance, by offering money-back guarantees or a holiday weekend away for their loyal buyers (Knight, 2009:105).

Stage 6: Disposal of the product

Consumers and society in general, are becoming increasingly aware of the importance of taking care of their environment and how products are being disposed of. This, in turn, has changed the manufacturers' point of view regarding safe and adequate disposal of products over the years; for example, mineral water sold in re-usable containers and shopping bags normally found at big supermarkets chains (Salai *et. al.*, 2014:501).

Some companies are less concerned about conservation than they are about planned obsolescence. Planned obsolescence is defined by Salai *et. al.*, (2014:501) as a deliberate effort by companies to make their products obsolete, or unusable, after a

period of time. The goal is to improve their sales by reducing the amount of time between the repeat purchases consumers make of products.

Salai and Grubor (2011:2) note that consumers do not necessarily go through all the buying stages when they are considering purchasing products. Sometimes the purchasing of many products is well thought through or contemplated as compared to other single, large purchases (Salai and Grubor, 2011:2).

2.4 Determinants of consumer buying behaviour

There are several determinants that constitute the buying behaviour of consumers, which include the consumer's age and stage of life, the consumer's race and gender, the consumer's lifestyle and income levels as well as the consumer's culture and/or subcultures. These determinants are discussed individually below:

2.4.1 Demographic variables

2.4.1.1 The consumer's age and stage of life

Consumer preferences change with age and stage of life (Bartels and Johnson, 2015:47). Children, generally, do not want clothes as gifts because they care more about toys and sweets for instance. These preferences change as they grow older (Bartels and Johnson, 2015:47). For example, aimed at parents, motor manufacturer Toyota has moved from making the 'cheapest' cars to more comfortable vehicles. This shows that the ages of consumers force organisations to shift their manufacturing focus. This also applies to the safety features when planning to put a new automobile make onto the market (Bartels and Johnson, 2015:47).

2.4.1.2 The consumer's race and gender

Festival organisers come up with innovative ideas on how to keep the interest of older festival goers with different racial and gender profiles. Tailor making packages for consumers with different interests, and from different age groups, race, gender and so forth, may help enhance customer base (Bartels and Johnson, 2015:47). The following factors have an impact on the buying behaviour of consumers: the television programmes they choose to watch their food preference, how they shop, what they shop for, their preferred shopping time and so forth (Bartels and Johnson, 2015:27). Furthermore, the age consumers actually feel like has important implications for festival organisers since more expensive tickets are likely to be purchased by the older consumers compared to cheaper tickets for less important festival activities (Bartels and Johnson, 2015:27).

2.4.1.3 The consumer's lifestyle and income levels

Despite people's similarities (e.g., being a middle-class South African married with children), their lifestyles can differ radically. In his study Sloman (2015:1) notes that marketers should know the lifestyle preferences of consumers in order to understand their buying behaviour. This often includes asking consumers to fill out extensive questionnaires or conducting in-depth interviews with them (Sloman, 2015:1). It is also imperative to know what consumers spend their money on, as well as their priorities and values which influence their purchasing behaviour (Sloman, 2015:1).

Marketers should also know what activities consumers engage in away from their workplace, as well as their interest and the types of friends they have. This information can enable marketers to tailor make a marketing strategy which addresses the needs of a specific group of consumers (Sloman, 2015:1).

2.4.1.4 The consumer's culture and/or subculture

Culture refers to the shared beliefs, customs, behaviours and attitudes that characterise a society (Noguchi and Stewart, 2014:44). Consumers' cultural orientation prescribes their norms and values which, in turn, have a huge influence on their purchasing behaviour. For example, in Beirut, Lebanon, women can often be seen wearing miniskirts. However, if a Muslim woman in countries such as Afghanistan wears a miniskirt, she could face bodily harm or death (Noguchi and Stewart, 2014:44). Most if not all Muslim women wear burgas which cover them completely from head to toe. Similarly, in Saudi Arabia, women must wear what is called an abaya or long black garment. Noguchi and Stewart (2014:44) state that, interestingly, abayas have become big business in recent years. They come in many styles, cuts and fabrics with the objective of increasing repeat business in order to enhance the profit margins (Foscht, Maloles, Swoboda, Morschett and Sinha, 2008:131).

Even cultures which share many values can differ in many ways. Petra (2012:16) defines a subculture as a group of people within a culture who are different from the dominant culture but share some characteristics with one another such as common interests, vocations, jobs, religion, ethnic backgrounds and sexual orientations. De Mooij and Hofstede (2011:181) believe that the marketing of products based on the ethnicity of consumers is useful. However, this could become harder to do in future because the boundaries among ethnic groups are slowly fading. For example, many people view themselves as multiracial (golfer Tiger Woods is a perfect example).

Ethnic and racial subcultures are not the only subcultures to which marketing professionals pay attention. De Mooij and Hofstede (2011:181) suggest that subcultures can develop in response to people's interests. For instance, the pantsula music followers comprise a subculture, or the hip-hop subculture, or people who engage in extreme sports such as helicopter skiing, or people who play fantasy Monopoly (De Mooij and Hofstede, 2011:184). The people in these groups share certain interests and exhibit

certain behaviours that allow marketing professionals to design specific products for them. People's attributes and processes should be expressed consistently in behaviour across situations (Wilson, Buehler, Lawford, Schmidt and Yong, 2012:342).

According to Briley and Tucker-Drob (2014:1303), personality is generally defined as unique and cross-situationally consistent and is usually described in terms of traits such as autonomy or sociability. The Western individualistic culture (where the needs of the individual is elevated above those of the group) generally view personality as fixed, as part of the person. In Eastern collectivistic cultures (where the needs of the group precede those of the individual), people's ideal characteristics vary by social role, and behaviour is influenced by contextual factors (Church, Katigbak, Del Prado, Ortiz, Mastor, Harumi, Tanaka-Matsumi, Vargas-Flores, Ibanez-Reyes, White, Miramontes, Reyes and Cabrera, 2006:694). Easterners believe in the continuous shaping of personality traits by situational influences. When people from individualistic cultures describe themselves or others, they use elements of the personal self in objective, abstract terms; out of context (I am kind, she is nice). People from collectivistic cultures tend to use mostly elements of the collective self or describe actions of people in context (My family thinks I am kind, she brings cake to my family) (Kashima, Kashima, Kim and Gelfand, 2005:388).

The Western way of describing oneself has led to the development of characterisation systems of personality traits. Holliday (2010:177) defines identity as the idea one has about oneself, one's characteristics and one's body. According to Kettle and Haubl (2011:474), image is how others see and judge a person's identity and image are parts of the self. In individualistic cultures identity and image are seen to be the reflection of a unique self. In most Western individualistic cultures, people tend to assess the identity of an individual based on personality traits, on other individual characteristics such as age and occupation (Kettle and Haubl, 2011:474). In collectivistic societies an individual's identity is the group: the family, neighbourhood, school, or the company where the person works (De Mooij, 2010).

2.4.2 The consumer's social situation

Moore and Haggard (2008:136) notes that the social situation in which consumers find them can significantly affect what they purchase and how often they make purchasing decisions. Companies like Avon and Tupperware that sell their products at specific gatherings understand this fact all too well (Moore and Haggard, 2008:136). Likewise, Carol, Gaumer, William and McDonnell, Allen and O'Toole (1999) stress that at times, consumer behaviour can be highly influenced by personal factors. For example, a consumer drinking in a restaurant or a bar could change their purchasing behaviour the minute someone he respects walks in, as he is worried about what the person will think of him or that the person's perception of him will change based on his drinking habits.

2.4.3 The consumer's time situation

Matilla and Wirtz (2008:562) suggest that the time of year and the time consumers spend shopping have an effect on their buying behaviour. The goal is to place the products where they will be most appealing or enticing to consumers and, most importantly, at the time when consumers need them the most for example it becomes more convenient for consumers to make certain purchases like clothing, children's bicycles and groceries during the December school recess, as a result shops may normally make sales and reduce their prices where consumers can make most of their purchases from one shopping mall or complex (Matilla and Wirtz, 2008:562).

2.4.4 The consumer's mood

People's moods may temporarily affect their spending patterns; and a sour mood can spoil a consumer's desire to shop. For example, the worldwide recession (since 2008) has left many people feeling poor, leading to a drastic turndown in consumer spending (Bird, 2002). In situations like these, companies such as Pick 'n Pay try to counter the

effect by offering no-name brands that offer cheap, good-quality products (Bird, 2002). However, personal issues may also have an effect on spending patterns, as some people cheer themselves up by spending or buying, whereas other people celebrate good news or achievements by shopping (Bird, 2002).

2.4.5 The consumer's personality

Personality describes a person's disposition as other people see it (Hornik and Miniero, 2009:34). The link between people's personalities and their buying behaviour is somewhat unclear, but market researchers continue to study it (Hornik and Miniero, 2009:34). For instance, some studies have shown that 'sensation seekers', or consumers who exhibit extremely high levels of openness, are more likely to respond well to advertising that is violent and graphic (Hornik and Miniero, 2009:34). Personality and social influences are also factors that influence the consumer purchasing decision. This could result in a positive or negative change in their personality which, in return, would influence their buying behaviour and patterns (Hornik and Miniero, 2009:34).

2.5 Factors influencing consumer buying behaviour

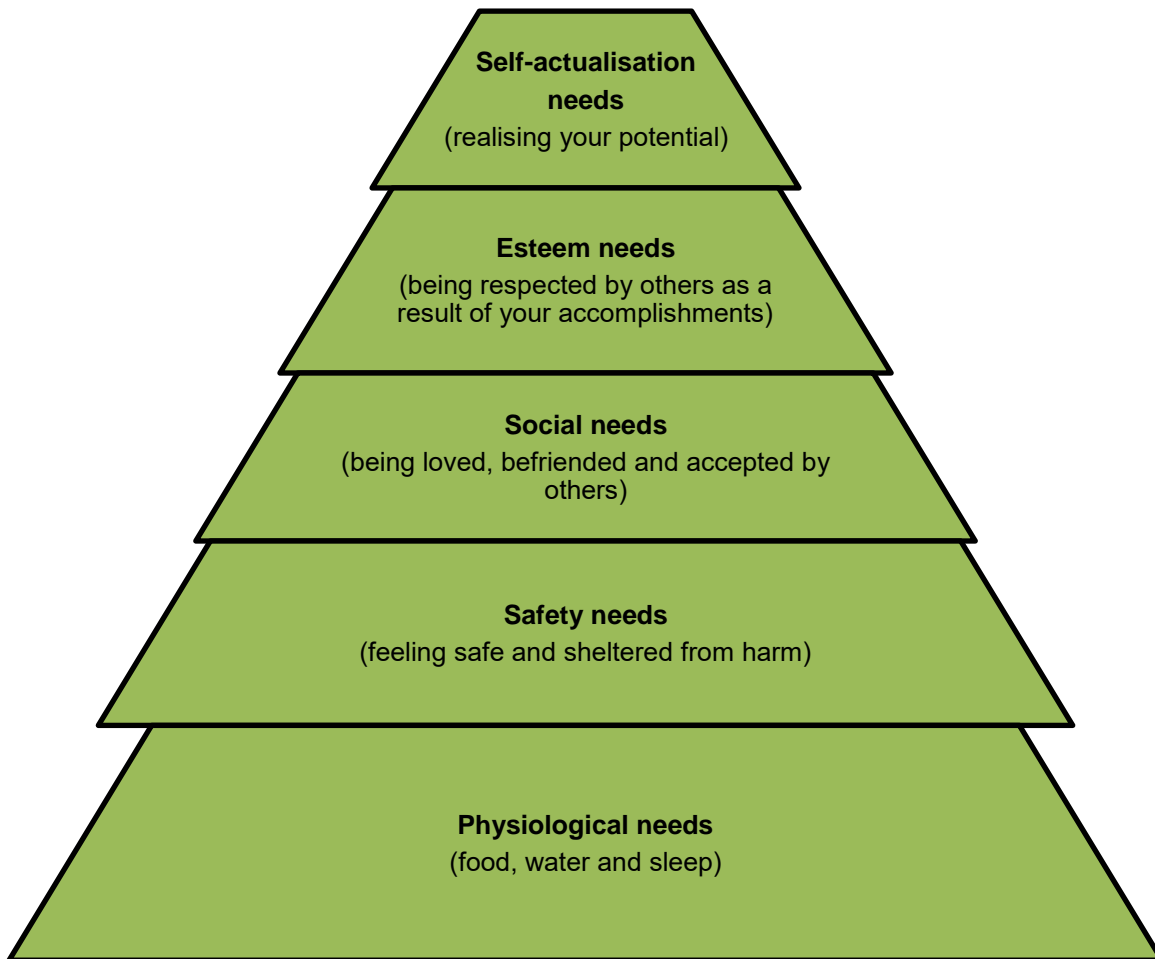
Factors influencing consumer buying behaviour include needs, perceptions (stimulus-organism-response model of decision-making), learning, consumer attitude, consumer culture, subculture(s), social class and family and friends. These aspects are addressed below.

2.5.1 The needs of individual consumers

All humans have needs that need to be satisfied. The process of need satisfaction starts with basic lower-order needs and progresses to higher-order needs that are more complex (Jars, 2010:1). In between year 1943 to 1954, Abraham Maslow, an American

psychologist, developed his hierarchy of needs aimed at showing the progression of human needs. This hierarchy is displayed in Figure 2.

Figure 2: Maslow's hierarchy of needs



Source: Kenrick, Neuberg, Giskevicius and Schaller (2010:63)

According to Figure 2, basic needs lie at the lowest level of the pyramid and refer to physiological needs that include breathing, food, water, sex and sleep. On the second level are safety needs that include needs for the security of the body, employment, resources, health and property. On the third level are the social needs which include to be loved, to belong somewhere, and to interact with friends and family. The fourth level

refers to esteem needs which include having self-esteem, confidence, the ability to achieve something, to have respected, and so forth. Self-actualisation is the highest need according to the pyramid and refers to reaching one's full potential in terms of morality, creativity, spontaneity, and so forth. In summary, Maslow's hierarchy of needs point out that lower-order needs must be met in order for higher-order needs to become prominent (Kenrick, Griskevicius, Neuberg and Schaller, 2010:292).

Maslow's hierarchy can be applied to consumer behaviour, as consumers also have certain basic needs, for instance, food, clothes and shelter, which have to be fulfilled before others can be (Kenrick, Griskevicius *et. al.*, 2010:292). People's needs are recurring, such as the physiological need for food. A perfect example is when a consumer eats breakfast in the morning before leaving for work and is hungry again by lunch time (Kenrick, Griskevicius *et. al.*, 2010:292). Other needs tend to be enduring, such as the needs for clothing and safety.

Jares (2010:1) stresses that other needs arise at different points in a person's life. A good example is that of a child going through primary school all the way to university. Social needs probably take first priority in the child's life as the focuses more on toys and fancy lunch boxes, and later at high school making many friends and getting the 'hot date'. These priorities push the consumer to buy certain types of clothing or the latest gadget to draw attention. At university the young adult's needs change once again and the need for success comes to the forefront, as well as other priorities such as finishing a qualification and getting a job (Jares, 2010:1). Then priorities shift once again to settling down, buying property, etc. This can relate to the esteem need being fulfilled (Jares, 2010:1).

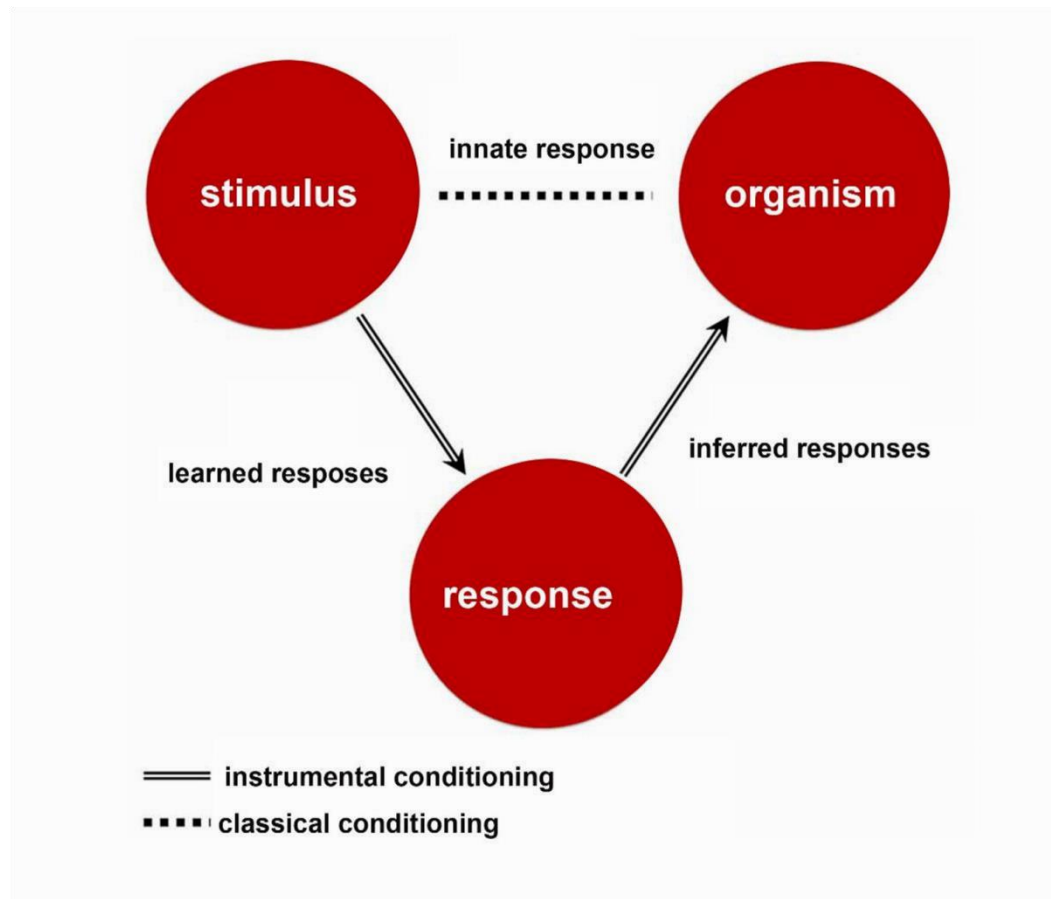
When individuals progress to reaching their full potential and becoming the person in life they feel they were meant to be, the need for self-actualisation is being fulfilled. According to Birchall (2009:18), marketing professionals need to have insight into

Maslow's hierarchy of needs. For example, many big companies, such as banks, know how to focus on the need for people to feel secure and safe. When inflation goes up, a bank would offer loans with a fixed-term interest or offer a personal loan of which repayment only starts from the third month, giving the individual two months to sort out his/her finances and prepare for the loan repayments (Birchall, 2009:18). These offers may entice consumers to apply for personal loans at these institutions. Likewise, retail stores like Edgars and Markham may offer money-back vouchers when a consumer opens an account with them (Birchall, 2009:18).

2.5.2 Consumer perceptions

Trueblood (2012:962) points out that perception is how people interpret the world around them and make sense of what they perceive. Consumers are bombarded with stimuli that compete for their attention. As it is impossible for them to react to all stimuli, they choose certain messages they want to pay attention to. This leads to the development of perceptions and perceptual biases (Trueblood, 2012:962). Figure 3 shows the stimulus-organism-response model which explains perception.

Figure 3: Stimulus-organism-response model of decision-making



Source: Cziko (2000:882)

Figure 3 indicates that stimuli can prompt decision-making behaviours in consumers. Stimulus can be caused by the need or the urge to buy a product or attend a particular festival. Essence and Keane (2000) describe a stimulus as something that causes something to happen or become more active.

According to Eysenck and Keane (2000), a stimulus is regarded as something that causes a response, while Mckinnon (2009:29) regards a stimulus as something that incites action or exertion, or that quickens action; feeling or thought. An organism is described by Miguel, Vaughan and Edwards (2009:723) as a form of life composed of mutually interdependent parts that maintain various vital processes. An organism is also

viewed by Trueblood (2012:962) as any organised body or system conceived of as analogous to a living being. The consumer response to the stimulus leads to appropriate action. Rheumatol (2005) defines response as a reaction, as that of an organism or any of its parts, to a specific stimulus or any behaviour that results from a stimulus. Romano (2013:6) sees response as an action of responding, or something that is said or written as a reply to something, or something that is done as a reaction to something else.

Consumers first identify a festival they would like to attend, then gather the necessary information they require. As a result, they develop a need to form part of the festival, and start making plans to attend the festival. Early stimulus-organism-responses (as depicted in Figure 3 above) suggest a linear relationship between the three stages, with environmental and social stimuli acting as external antecedents to the organism. This approach assumes that stimuli act upon an inactive and unprepared organisms (Eysenck and Keane, 2000). Information processing is usually both stimulus driven and concept driven (Miguel *et al.*, 2009:723).

Consumers are bombarded with a variety of marketing messages, including television, radio, magazines, the internet and billboards. It has been estimated that the average consumer is exposed to about 3 000 advertisements per year (Trueblood, 2012:962). Consumers are also multitasking more than in the past. They surf the internet, watch television, and text on social networks simultaneously. Although they receive information all day, they do not react to all the information in the same way (Trueblood, 2012:962).

Trueblood, Brown and Heathcote (2014:179) raised this question: 'Have you ever read or thought about something and then started noticing adverts and information about it broadcasted or showed on television or billboards?' They ascribe this phenomenon to the fact that one's perception of the specific topic has become highlighted (Trueblood *et. al.*, 2014:179). Many people are more perceptive to advertisements of products they need. Trueblood *et. al.*, (2014:179) highlighted two types of perception, namely selective perception and selection retention. Selective perception is the process of filtering out

information based on how relevant it is to you, whereas selective retention is when consumers forget information, even if it is quite relevant to them (Trueblood *et. al.*, 2014:179).

These two types of perception have a huge impact on the consumer decision-making process and whether they engage in a purchasing process or not. To ensure that their advertising and marketing get through to consumers, companies use and depend heavily on repetition. How often do consumers see the same commercial aired during a single television show? Trueblood *et. al.*, (2014:179) suggest that it is best for marketers to air their product at the time when a large number of consumers are watching popular television programmes like *Generations* or *The Bold and the Beautiful* (Trueblood *et. al.*, 2014:179).

2.5.3 Learning

Trueblood, Brown, Heathcote and Busemeyer (2013:901) define learning as a process by which consumers change their behaviour after they have gained information or experience of a product. This is the reason consumers do not buy a bad product twice. Learning does not only affect what consumers shop, but also how they shop (Trueblood *et. al.*, 2013:901). Consumers with limited experience about a product or brand generally seek out more information about it than consumers who have used it before.

Companies try to get consumers to learn about their products in different ways. Free samples that come in the post or are delivered with newspapers are a perfect example. To promote a new line of coffee, McDonald's offered customers free samples to try.

Also, the prizes charged at Stadium Fast Food and with McDonald's Happy Meals are examples. The reward causes consumers to want to repeat their purchasing behaviour (Trueblood *et. al.*, 2013:901). Other rewards offered by companies can include free tans offered with gym membership, a free laundry wash after a certain number of washes, and a free car wash when you buy a full tank of petrol or diesel.

2.5.4 Consumer attitude

Attitude could be viewed as a mental position or emotional feeling people have about products, services, ideas or issues. Van Osselaer and Janiszewski (2012:260) argue that attitudes tend to be enduring, and because they are based on people's values and beliefs, they are hard to change. This does not stop marketers from trying, however. Companies want consumers to have positive rather than negative feelings about their products. For example, Kentucky Fried Chicken began running advertisements to the effect that fried chicken was viewed as healthy (Van Osselaer and Janiszewski, 2012:260).

Van Osselaer and Janiszewski (2012:260) use another example, of Wendy's slogan, namely that its products are 'way better than fast food'. Fast food has a negative connotation, so Wendy's is trying to get consumers to think about its offerings as being better. Situational factors such as weather, time of day, location, who you are with, and your mood influence what you buy, but only on a temporary basis. Personal factors such as gender, and psychological factors such as your self-concept, also have an impact on the purchasing decisions of consumers (Van Osselaer and Janiszewski, 2012:260).

2.5.5 Social class

A social class is a group of people who have the same social, economic or educational status in society (Bianch and Vohs, 2016:479). To some degree, consumers in the same social class exhibit similar purchasing behaviour. Individuals tend to display behaviour consistent with what is expected by the social class (Bianch and Vohs, 2016:479).

2.5.6 Family

Most market researchers consider a person's family to be one of the biggest determiners of buying behaviour (De Mooij, 2010). Children learn their consumption patterns from their parents. This especially applies to products like soap, toothpaste and cereal (Bhatia, 2013:522).

Family buying behaviour has been researched extensively and companies are also interested in which family members have the most influence over which purchases. Marketing to children, for example, has come under increasing scrutiny, with some critics accusing companies of deliberately manipulating children into nagging their parents for certain products or services such as popular concerts taking place in their areas (Bhatia, 2013:522). One example would be the Justin Bieber concert which was held at the Cape Town Stadium as well as at the FNB Stadium in Johannesburg where there were approximately 44 million South African followers on Facebook and over 23 million followers on twitter, most of these followers were anticipated to be children (Bhatia, 2013:522).

2.6 Theoretical framework: The Black Box Model

The Black Box Model is a way to comprehend consumer decision making (Blackwell, Miniard and Engel, 2006:126). Owing to the nature of the study and the large population involved, the Black Box Model was selected as theoretical framework for the study. The Black Box Model is a tool designed to outline the process that consumers go through before reaching the decision stage and actually buy the products and/or services.

According to Sahaf (2008), the Black Box Model is based on the study of people's behaviour. The model views the behaviour of the consumer as a process of stimuli that is likely to produce a particular response from consumer. This stimulus influences four elements of the marketing mix, namely product, price, place and people.

The Black Box represents the consumer's mind where various stimuli are processed to produce a response. The processing of inputs is influenced by the internal influences of the consumers such as needs, attitudes, motivations, perceptions, personality and lifestyle (Sahaf, 2008:56). Table 1 below displays the Black Box Model.

Table 1: The Black Box Model

Environment		Buyer's Black Box		Buyer's response
Marketing stimuli	Environmental stimuli	Buyer characteristics	Decision process	
Product	Economic	Attitudes	Problem recognition	Product choice
Price	Technical	Motives	Information search	Brand choice
Place	Political	Perceptions	Alternative evaluation	Dealer choice
People	Cultural	Personality	Purchasing decision	Purchase timing
	Demographic	Lifestyle	Post-purchasing behaviour	Purchase amount
	Natural	Knowledge		

Source: Blackwell *et. al.*, (2006:126)

The Black Box Model depicts the interaction between stimuli, consumer characteristics, and decision process and customer responses. Table 1 indicates that marketing stimuli are planned and processed by an organisation, whereas the environmental stimulus is driven by social factors based on the economic, political and cultural circumstances of society (Smith and Taylor, 2004:685). The buyers' black box contains their characteristics and the decision-making process which, in turn, determine their response. The Black Box Model considers the buyers response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognised the problem.

The Black Box Model can be applied to comprehend of consumer behaviour (Smith and Taylor, 2004:685). This may involve the evaluation of alternatives, since consumers are likely to investigate other options that they may choose to participate in. Consumers are also likely to pay attention to their purchasing intentions before deciding to engage in a buying process. Unexpected situations may arise, such as death in the family or a work related matter, which could also influence the consumer's purchasing decision (Weiler *et. al.*, 2004:1). Consumers are likely to evaluate different alternatives before taking action (Carlsen *et. al.*, 2008:3).

Kenrick, Neuberg, Griskevicius and Schaller (2010:63) note that consumer spending, consumer demand and consumption all form part of personal consumption expenditure which comprise the largest part of aggregate demand or effective demand at macroeconomic level. Some households set their spending strictly off of their income so that their income closely equals their consumption (including savings). However, others rely on their sentiments to dictate how they spend their income (Wailer *et. al.*, 2004:1).

2.7 Summary

The aim of this chapter was to explain consumer behaviour and the decision-making processes of consumers, which form the basis of consumer behaviour. The six steps that consumers follow in purchasing a product were outlined. Chapter 2 also highlighted the determinants of consumer buying behaviour of which the demographic variables of consumers were the main focus. The chapter provided a discussion of the factors influencing the consumer buying behaviour. In this regard Maslow's hierarchy of needs and the stimulus-organism-response model of decision-making were explained to gain a clearer perspective of consumer behaviour.

CHAPTER 3: FESTIVAL TOURISM

3.1 Introduction

Festivals and festival tourism are becoming increasingly significant. According to Congcong (2014:7), festivals are significant because they attract tourists to particular regions and cities. Festivals have the potential to bring large numbers of visitors to a particular area, hence the development of the term 'festival tourism'. Festival tourism involves the motivation of tourists to travel to a particular region or city. Festival tourism can have many advantages for local communities, including improved visibility of the location, the development of relevant industries such as manufacturing and production, and promotion of local economic development (LED) (Congcong, 2014:7).

Festivals are generally believed to be a way of celebrating; they are a kind of social activity designed according to the needs of people's customs and beliefs. Getz (1997:318) relates clear differences between festivals and festival tourism. Festival Tourism is an occasion for celebration or an organised series of special events and performances, usually in one place. Festivals often provide a unique educational experience for tourists by giving them the opportunity to experience culture and heritage first hand (Diane, 2012:1). Festivals usually allow locals to show pride in their heritage and celebrate with others the treasures of their regions and cultural beliefs. Festivals bring tourism revenue to the area, which is important for local business people.

The aim of this chapter is to provide an overview of festival tourism and to indicate its contribution to economic development.

3.2 The development of festival tourism

The first festivals can be described as events staged by communities in ancient times in which religion; culture, the seasons (commemorating the resulting food supply) and

music were celebrated. Thus, festivals meet a specific need, offer a sense of belonging, and seek to inform members about the prevailing cultural traditions and customs. Festivals and their cultural importance are rooted in the study of anthropology (Van Gannep, 1960). Anthropologists study the origins of human behaviour by focusing on the concept of 'culture'. From an anthropological point of view, culture is conceptualised as a system of shared cognitions, symbols and meanings.

Culture is a dynamic and evolving, socially constructed reality that exists in the minds of members of social groups (Hudelson, 2004:345). Getz (2007:403) supports this notion and uses the term 'liminality' to explain the behaviour of individuals at festivals. Being part of a festival is viewed as participating in a ritual or celebration where the individual becomes part of something 'out of the ordinary' (Falassi, 1987) and where the experiences only apply to the individual. The liminoid state is characterised by individuals' becoming separated; they lose their identity and social status, they become secluded and, therefore, more relaxed, uninhibited and open to new ideas.

Fleischer and Felsenstein (2002:139) note that festivals can range from a one- or two day sporting activity to a month-long event. The types of visitors to festivals can vary greatly, as can their behaviour. The economic impact of festivals may differ due to the types of activities or packages on offer. When putting together a festival package organisers need to take into consideration aspects that could have a negative impact on the festival itself. For example, a festival taking place in the busy school holiday period can occupy the region's infrastructure. The spatial implications of a festival include not only obvious benefits and restrictions to the host town/region, but also the naming of the festival. The number of festivals in South Africa has grown rapidly over the past 10 years, for example, the Cherry Festival in Ficksburg and the Volksblad Arts Festival in Bloemfontein, which has, since its inception, changed names twice, first to the Vryfees and later to its current name, the Vrystaat Arts Festival.

Festivals should enhance the appeal of host cities, and complementary activities could be included as part of the experience (such as comedy shows and roller coaster rides). Herrero *et. al.*, (2011:653) mention the importance of measuring the economic value and social viability of a cultural festival as a tourism prototype (Zabkar, Brencicand and Dmitrovic, 2010:537). Festival organisers often only use a professional managerial approach, including data gathering, once the festival has grown significantly (Matlovicova, 2010:5). Thus, information on the economic impact of many small- or midsize festivals is not available. It should also be highlighted that many festivals have both private and public stakeholders, which means that festival organisers need specific skills in combining private and public interests (Matlovicova, 2010:5).

3.3 Describing festival tourism

Festivals are closely connected with people and human culture; therefore, they are studied in sciences such as sociology, anthropology and human geography (Janet, 2002). Gotham (2005:225) points out that, while definitions differ of the term 'festival', a study of Danish and English dictionaries has led to the following definition, which includes the most critical elements: 'An organised set of special events on a specific cultural man-made theme taking place on a specific day or period normally on a specific place gathering people in mutual and direct contact to the festival theme'.

Warwick (2009:95) defines 'festival tourism' as an ever growing branch of tourism that focuses specifically on travel, whether local, national or international, for purposes of experiencing a festival. O'Sullivan and Jackson define (2010:325) a festival as a gala or an event staged by a local community which centres on and celebrates some unique aspects of a particular community or group of people. Among many religions, a feast is a set of celebrations in honour of God or gods and could include celebrations to commemorate happenings such as the advent of new seasons (O'Sullivan and Jackson, 2010:325). Festivals can create a sense of belonging for religious, social or geographical groups (O'Sullivan and Jackson, 2010:325).

According to Quelch and Jocz (2009:52), festivals have the potential to attract large numbers of people from local regions, provinces or countries (Kuenzel and Yasim, 2007:43). They provide numerous benefits to local businesses and communities (Kuenzel and Yasim, 2007:43). Knee, Adam and Rithdee (2011:154) define a festival as an event or special activity that attracts visitors by engaging them in a variety of experiences. Festivals can stimulate the development of additional infrastructure and build community pride (Quelch and Jocz, 2009:52). Gotham (2005:225) states that the generic definition of 'festival tourism' implies that management must always be included in the organisation of the festival, as the definition of a 'festival' includes the words 'man-made' and 'cultural'.

The fact that festivals normally take place within the confinements of a specific geographical area implies that they include local stakeholders, from the private and/or public sector, because image, branding and economic interests will be at stake for the relevant society (Lee, Lee and Wicks, 2004:61). Because of their short, concentrated duration, festivals are often recurring events taking place annually, and often at the same time each year. Furthermore, the short, concentrated duration allows volunteers to play an important role in the festival setup. Lee *et. al.*, (2004:61) also claim that it makes it possible for festival guests, vendors and other stakeholders to devote time for participation.

3.4 The importance of festival tourism

To local businesses, festivals can provide the opportunity to showcase and market their products and services. Services account for 70 to 80% of GDP in Western economies. Festivals, with their opportunities for commercial stalls, booths, merchant tents, and activity areas where music and artistic expression can be displayed, provide an excellent setting for the introduction of new kinds of services to customers (Markova and Boruta, 2012:45). Festivals can include thematic categories. The largest specific theme is usually music, with numerous subcategories or genres such as pop, rock, classic,

House, gospel, jazz, country, reggae and R&B. Another category is film festivals with subcategories such as documentaries, children and youth, gay and lesbian, ethnic, short film, and young talent (Markwell and Waitt, 2009:143).

Art and design festivals include festivals for different kinds of sculptures, both long-lived and short-lived, such as sand or ice sculptures festivals. Several other categories include paintings festivals, dancing festivals, literature festivals, wine festivals, food festivals, beer festivals, children festivals, sport festivals, theatre festivals, antique festivals, car festivals, glass festivals, opera festivals, musical festivals, air show festivals, computer festivals, sewing, knitting, weaving and needlework festivals, motorbike festivals, bicycle festivals, fashion festivals, festivals for disabled people, coffee festivals, liquor festivals, technology festivals, historic festivals, and cultural festivals (Markwell and Waitt, 2009:143).

Cunningham (2012:160) argues that it is possible to strengthen community cultural development and cultural tourism simultaneously with festivals that reinforce the collective culture of the community. Festivals come in all shapes, sizes and varieties. Visitors to festivals partake in a variety of activities such as food and drink, and are exposed to music, art and history. The human spirit is such that we never run out of reasons to celebrate. Festivals provide people around the world with a venue to share with friends and strangers the very best things their communities have to offer (Cunningham, 2012:160).

Local festivals are increasingly being used as instruments for promoting tourism and boosting the regional economy. This is often reflected in the level of public assistance made available to them (Zabkar *et. al.*, 2010:537). The use of local festivals as an instrument for tourism development has gained worldwide momentum. In this regard, Kredell (2012:21) note that the most obvious reasons for the popularity of the local festival as a tourism promotion tool are:

- festivals increase the demand for local tourism and

- successful festivals can help recreate the image of a place or contribute towards the exposure of a location.

Finally, the strategic placement of a festival in the local tourism calendar can help extend the tourism season (Kredell, 2012:21). This may result in festival visitors' extending their stay and increasing their spending in the area which, in turn, would boost the local economy to create a cleaner environment, sustainable jobs, better sanitation and improved infrastructural service.

3.5 Economic impact of festivals

Festivals can attract visitors who might not have visited a particular city or region. This extra exposure acts as an indirect form of marketing for the region as a whole, offering an opportunity to reach a previously untapped market (Burgan and Mules, 2001:321). New tourists bring new money into a particular region, diversify the market and, consequently, increase both real and potential revenue generation. It is also important to realise that festivals are attractions with both drawing and holding power; they not only bring in new visitors, they also help to keep visitors in the region longer.

This shows the importance of measuring not just the economic impact of those who come specifically for the event, but also those who did not stay longer because of the event. The fixed duration of festivals creates the need for a different approach to the organisation and funding of a festival (Burgan and Mules, 2001:321). This includes the need for Economic Impact Assessment (EIA) in order to justify scheduling of events, to attract sponsors and to act as a vital planning resource. However, economic impact assessments should not be solely responsible for assessing the success of an event or festival. The extra attention gained by the host region as a direct result of the festival could well reap far greater economic rewards in the future as a result of increased exposure.

3.6 Service marketing and festival tourism

Keelson (2012:1941) refers to how the marketing of festivals relates to service marketing. This involves the original 4 Ps model (the first four Ps) introduced by Dominici (2009:17). The 7 marketing principles of service marketing are the product, the price, the place, the promotion, the people, the processes, and the physical evidence. These principles are explained below:

- Products, whether a commodity or a service, must provide value to a customer, irrespective of whether they are tangible or not. Basically, this principle also refers to the introduction of new products or improvement of existing products.
- Price must be competitive and must entail profit. The pricing strategy can comprise discounts, offers and the like.
- Place refers to the location where the customers can buy the product and how the product reaches out to that location. Keelson (2012:1942) argues that this occurs through different channels such as the internet, wholesalers, retailers and physical markets, for instance festivals.
- Promotion refers to the ways in which the product offering is being communicated to potential customers. Promotion involves communication on the benefits of using a particular product or service not only about its features
- Process refers to the methods of providing a service. Hence, it is essential to have a thorough knowledge of when and how the service is helpful to the customers, its timeliness, and the means through which the product offering reaches the customers.
- Physical evidence refers to documentation. When a service goes out to the customer, it is essential that the presentation of the product and the documentation of the benefits of using the product be considered, i.e. through quality brochures, pamphlets or similar means Keelson (2012:1942)

The marketing mix relating to tourism offers an additional five Ps that may indeed be applied to the marketing of festivals, namely partnership, packaging, programming, planning, and positioning. Dealing with an intangible product and with the aim of securing loyalty for a short-lived activity that appeal to the 'hobby/leisure/non-career' side of human nature, word-of-mouth marketing phenomenon plays a central role in securing festival audiences. To further comprehend the nature of festival marketing, it is helpful to investigate the structure of preferences and consumer behaviour of festival participants (Matlovicono *et. al.*, 2012:171).

The positive flow of revenue into a region should not be the only factor considered when determining the apparent success of a festival. The negative social impacts of a festival can do great harm to the future of the festival and its host region, and ecological impacts may cause the premature death of poorly managed events or festivals (Alves, Cerro and Martins, 2010:22). Yet, there are many positive impacts to counter negative economic impacts. A festival that spreads the seasonality of tourism in a region also evenly distributes the flow of money into a region, increasing the opportunities for fulltime employment. Wood (2006:37) claims that the creation of more full-time jobs in a region could cause many positive and negative flow-on effects in that region. Other factors that could contribute to a festival being viewed as successful include:

- increasing visitor length of stay in region/town;
- increasing visitor expenditure in region/town;
- improving destination awareness; and
- increasing civic pride or community solidarity.

Janeczko, Mules and Richie (2014:7) state that the economic impact of festivals on the macro economy of a region are categorised into primary and secondary economic impacts. The primary impact is the direct economic impact of the event measured by surveying participants or by measuring business sales. Secondary impacts are those that result from the introduction of new money into the economy.

3.7 Characteristics of festivals

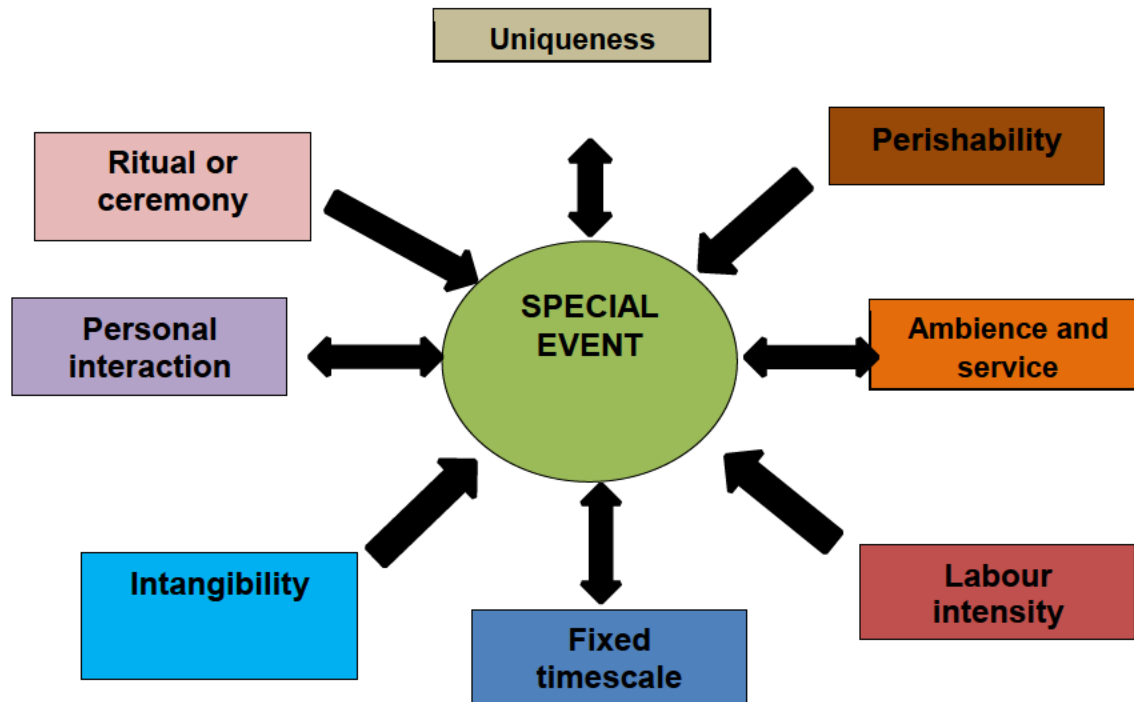
Cudny, Korec and Rouba, (2012:704) insists that characteristics of festivals occur in all societies and range from performances associated with major religious traditions to localised rituals. This could include other people participating in the festival, the atmosphere, and other goods such as spending nights in tents, drinking beer, buying products offered at the festival, etc.

Cudny *et. al.*, (2012:704) note that prices of goods and services determine what type of consumer will purchase those goods and services. Other consumers will opt for different goods and services if they cannot afford those they initially wanted, for example, when a car cannot be afforded, and a flat-screen TV or other consumer electronics are demanded instead. This phenomenon can be explained in two distinctive ways:

- Postponeables, i.e. goods that are demanded and desired, but whose purchase can be put off with good reason. These include goods with a high price and income elasticity and with a latent position in the preference structure; and
- Luxury goods, i.e. goods with a very high price and income elasticity, indicating that they are the first goods to be given up when economic conditions worsen.

Figure 4 below presents the eight characteristics of festivals and are presented as follows: uniqueness, perishability, ambience and service, labour intensity, fixed time scale, intangibility, personal interaction, and ritual or ceremony.

Figure 4: Characteristics of festivals



Source: Lyck, Long and Grige (2012:65)

a) Perishability

Unique events are, by nature, perishable; they cannot be repeated exactly the same way. Consumers may feel that the festival event was out of the ordinary; however, one cannot really compare it with anything. Macufe is one of the most popular festivals in the Free State province and generally it experiences an influx of visitors from all over the country and neighbouring countries (Lyck *et. al.*, 2012:65).

b) Ambience and service

Of all the characteristics of an event, ambience is one of the most important to the outcome (Matlovicova, 2010:5). The ambience of a festival often determines the success

of the festival. This special event within the festival can be built around a fun theme to ensure attendees meet in abundance and get to experience each other's cultural differences, different behaviours and attitudes, and so forth. If this is the case consumers will find themselves in a confined space and will then have the opportunity to interact with one another (Cudny *et. al.*, 2012:704).

c) Labourintensity

Labour intensity is significant to the success of a festival since consumer experience plays a vital role in the decision to visit the festival again or choosing a different festival. The festival organisers have to take labour relations into perspective when employing people to work before, during and after the festival. Considerations such as labour demographics are critical in how labour work is carried out, and other organisers need to understand that first impressions last for a long time (Cudny *et. al.*, 2012:704).

d) Fixed timescale

As with other special events, the activities taking place at Macufe have to run on a fixed timescale. This can be because some Macufe attendees may want to attend more than one event in one night. For example it may happen that Macufe organisers may have lined their events for different niche markets where they have one event scheduled for jazz or comedy show and a gospel show taking place at another venue. With this said other Macufe attendees may want to attend both shows and purchase tickets for each one and this is why festival organisers may see the need to run on a fixed timescale. This means that participants will not feel pressured for time nor have the headache of choosing the event to attend and will get their money's worth when the live performers are on stage.

e) Intangibility

A programme, a guest list, small wrapped and named chocolates, and even slightly more ambitious give-aways such as badged glasses or colour brochures help in the process of making the intangible more tangible (Shone and Parry, 2004).

f) Personal contact and interaction

Interaction between guests, hosts and possibly entertainers creates the atmosphere of a festival and contributes to how enjoyable the event is. Alves *et. al.*, (2010:22) describe this interaction as an opportunity to meet new people, to see real performers live on stage and stated that 'besides an experience, which one usually can't get without a lot of money' attending the festivals, such as Macufe in our case, is an experience to cherish for a lifetime.

g) Ritual and ceremony

A ritual is a sequence of activities involving gestures, words and objects, performed in a closed-off place and according to set sequence. Rituals may be prescribed by the traditions of a community (Le Roux, 2011). Similarly; Brynard and Hanekom (2006) contend that a ceremony is a formal act or event that is part of a social or religious occasion. They conclude by saying that a ceremony is an event of ritual significance, performed on a special occasion. According to Prentice and Andersen (2003:7) a ceremony is a different festival conveniently placed on a day when nothing else has been planned to ensure larger turnout of participants.

3.8 Positive images of festivals

Tourism authorities, the Ministry of Culture, and municipal governments are well aware of the potential of festivals to contribute to the atmosphere of host towns/cities and enhance their image. As expressed by Bendix (1982:131), 'growth is considered the only game in festivals and the only strategy for growth is to keep on reinventing festivals and festival themes'. Hansen (2002:19) concludes by stating that the festival, with its connotations of sociability, playfulness, joviality and community, provides a ready-made set of positive images on which to base a reconstruction of a less than perfect city image'. It is not surprising therefore, that many cities have seen in festivals a sort of 'quick fix' solution to their image problems (Quinn, 2010:264).

The concept of city marketing can be viewed as a way of showcasing the entire city to the rest of the world. As a result festivals are a perfect way of attracting consumer attention and changing their perception about the city. This means that it would work to the festival marketers advantage to tailor make their festival package in such a manner that it would be difficult for consumers to turn down, for example marketers could include children's activities at the festival while their parents attend a specific show or a child care service for consumers with young children (Lee, Arcodia and Lee, 2012:334).

Gibson and Davidson, (2004:387) suggests that the inclusion of local artists could have a positive impact on the overall attendance to the festival as those local artists by far need to be recognised as professional artists and create their new network base. Gibson and Davidson(2004:387) continue to say that festivals have a major role in exposing local artists to the rest of the country and also showcase the host city to those who are not even aware or do not take the city into consideration.

Gibson, Waitt, Walmsley and Connell (2010:280) point out that numerous international cultural events include local artists as a way of exposing them to the world of glamour and may be viewed by consumers as a way of breeding new up and coming talent.

3.9 Local festivals as a tourism strategy

Local festivals play a very important role in uplifting the local talent as well as improve both local and regional tourism. Local residents may by far support a festival taking place in their own backyard where they do not have to worry themselves with certain elements of attending a festival such as travel costs, accommodation costs and food and beverage costs (Saayman and Rossouw, 2010, 255). This in a long run could lead to local municipal involvement in a way of them engaging in new improved infrastructural services, both long and short term job opportunities and tighten securities in and around the areas where these local festivals take place. The success of these local festivals may also entice consumers from surrounding areas to want to take part in what they see as a well organised, structured and safe local festival, and by that it will contribute to the area's economic development.

Saayman and Rossouw, (2010, 255) continue to say that the negative side may be aspects such as noise pollution and overcrowding in certain entertainment areas as the local festival can experience an influx of visitors who want to engage in their favourite festival activities. Nonetheless if these local festivals can be effectively executed they can be used as a tourism strategy where visitors from outside stay in local accommodation such as guesthouses and use local transport services to get around easier. Food and beverage areas/facilities is another field that can benefit a lot from local festivals due to visitor demands and needs (Lee *et. al.*, 2012:334).

Changes in both the supply and demand for festivals have resulted in economic effects often overshadowing the festival's cultural message (Houghton, 2008:67). On the demand side, the continuous rise in standard of living, disposable income, and recreation time has led to an increasing demand for tourism activities. On the supply side, decreasing the amount spent in producing and marketing a local festival package may result in a lack of interest from participants (Quinn, 2005:927).

In most cases, local festivals such as Macufe and the Cherry festival are being judged or measured by employment opportunities they create locally. Wong, Wu and Cheng, (2014:521) maintain that local festivals should be measured by the direct impact they have on local residents, in a form of local cultural exposure, experience and the mark that these festivals leave on out of town visitors. Gibson *et. al.*, (2010:280) says that government involvement is essential in the success of these local festivals by injecting money in a way of sponsorships and to grow and sustain the cultural heritage of a local area.

Cultural heritage is defined by Burgan and Mules (2001:330) as an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Local festivals create a unique identity for the area in which it is held, which in return becomes part of their history for example the Cherry Festival in Ficksburg or the Cape Town Jazz Festival in Cape Town (Fleischer and Felsenstein, 2002:156).

Local businesses could also take part in supporting local festivals and can also use that as a way of promoting their brand particularly to those new out of town visitors who may not for one reason or the other be aware of their brand (Manrai and Manrai, 1996:9). In this respect, hosting a local festival suggests that all local role players need to be involved ranging from big local businesses to local municipalities and local residents who are looking toward the festival as a tool for image (re) creation. In developing tourism development plans, the aim is to aid tourism growth of a designated area. Festivals can, and usually do, form part of the tourism development plan.

3.10 Summary

Festivals provide tourists with entertainment and offer them an opportunity to spend their free time in an interesting way. Not only can festivals contribute to the development of tourist infrastructure, they can also promote tolerance and multicultural interaction among tourists. This chapter focused mainly on defining festival tourism, describing its importance, and the economic impact of festivals to the host community. The chapter also outlined the characteristics of festivals. Positive images of festivals formed the basis of a discussion on how local festivals can be used as a tourism strategy.

CHAPTER 4: PROFILING THE FREE STATE PROVINCE AND MANGAUNG AFRICANCULTURAL FESTIVAL (MACUFE)

4.1 Introduction

Macufe has been staged annually in Bloemfontein since 1997. It is an initiative of the Free State Provincial Government and was developed with the aim of showcasing the best local and international African artists in various disciplines. It aims, first, to provide a quality professional service through an extensive and structured marketing campaign utilising multi skilled professional staff and established infrastructure and resources, and secondly to promote the Free State's cultural tourism (Cernat and Gourdon, 2012:1044). Macufe has become one of the biggest cultural festivals on the African continent with international acclaim (Wilke, 2012:306).

Macufe is an acronym for Mangaung African Cultural Festival. It is mainly a cultural festival. A cultural festival is defined as a grand show of communal solidarity, family love and cohesion (Morgan, Lugosi and Ritchie, 2010:59; Ogadah, Onwe and Eworo, 2005:189). The Free State uses Macufe as part of promoting tourism to the province. Tour operators provide a wide array of tours that highlight the attractions of the Free State and Mangaung in particular. These include township tours, as well as tours that promote Bloemfontein's scenic beauty, fascinating history and cultural attractions. Macufe has proven to be a successful addition to the tourism offering of Bloemfontein. Sports activities that coincide with Macufe include the Macufe Soccer Cup, which is staged between Bloemfontein Celtic and Kaizer Chiefs, as well as the Macufe Half Marathon and Big Walk event.

The festival is spread out over nine days during which attendees have the opportunity to experience interesting aspects of African arts and culture. These include art, music, theatre, crafts and sport at venues throughout the city of Bloemfontein. Tickets are sold

for individual events (Wilke, 2012:306) and the festival aims to provide a wide array of arts and cultural shows in order to satisfy the different tastes of festival attendees.

The aim of this chapter is to provide an outline of the Free State Province and Bloemfontein, as well as to reflect on the aims and development of Macufe since its inception in 1997. The chapter will also provide the conceptual framework for the study.

4.2 Bloemfontein and the Free State Province

Macufe is hosted annually in Bloemfontein, the capital city of the Free State Province. The Free State is renowned for its fascinating history and glorious landscapes. It is also known as 'big sky' country where golden mountains stretch heavenwards and life is decidedly unhurried (Burger and Labuschagne, 2016:1). Mangaung/Bloemfontein is the hub of the Free State and is hailed as the country's legislative capital. The name 'Bloemfontein' means 'spring/fountain of flowers' and the city is famous for its sandstone architecture, many monuments and being the birthplace of the ANC (Burger and Labuschagne, 2016:1).

One of the most prominent monuments in the city is the Women's Memorial, commemorating the 26 370 women and children who died in the British concentration camps during the South African War (1899–1902). Naval Hill is another favourite among tourists and is situated right in the centre of the city. It boasts a 200ha game reserve on top of the hill and, as an added bonus, the second largest statue of former president Mandela can be viewed at the look-out point. Bloemfontein is also the birthplace of the ANC, and the Wesleyan church where the ANC was founded, can be visited – albeit not yet properly developed. The sandstone architecture of buildings such as the Appeal Court, Fourth Raadsaal and Presidency, also adds to the allure of the city as a cultural and heritage tourist attraction.

The total population recorded for the Free State in 2016 was 2.8 million, an increase from the population of 2.7 million in 2011. A total of 58.3% of the population in the

province are male and 41.7% are female. The number of households have increased from 823 316 in 2011 to 946 639 in 2016. Average household size in the province has decreased from 3.3 in 2011 to 3.0 in 2016. Mangaung (255 938) and Thabo Mofutsanyane (246 171) have the highest number of households.

Domestic tourism has generated a total of R7.7 billion in the fourth quarter of 2016, which is a 10% decrease from the same period in 2015 (NDT, 2016). The decline in revenue can be ascribed to an overall decline in the number of trips taken in this period. Domestic tourists who took trips in this period increased the length of their trips but were budget conscious, as they did not increase their average expenditure. Revenue from visiting friends and relatives (VFR) remained the biggest contributor, but the share thereof decreased from 46% to 45% (NDT, 2016).

Holiday trips accounted for about a third of revenue, down from 34% to 32%. The DTS (2015) reports that the Free State only has a 6.9% share of the South African domestic tourism market. Moreover, in light of the fact that domestic tourism in the Free State is largely over-shadowed by VFR tourism, it is not surprising to find that two-thirds of domestic tourist trips to Free State destinations were for VFR purposes. The province's main urban settlements, Bloemfontein-Botshabelo (26%), Welkom-Thabong-Allenridge (10%) and Sasolburg-Deneysville (7%) were the most popular VFR destinations (SATDTS, 2016).

The Free State is surrounded by the provinces of KwaZulu-Natal (to the east), the Eastern Cape (to the south), Northern Cape (to the west), North West (to the northwest), Gauteng (to the north), Mpumalanga (to the northeast) and the country of Lesotho (to the east)(Visser, 2007:351). The province is divided into five district municipalities known as Motheo District, Fezile Dabi District, Thabo Mofutsanyana District, Xhariep

District and Lejweleputswa District (SSA, 2014:15). According to SATDTS (2016), the Free State in general is not a province which many leisure tourists' visit. Bloemfontein is more known as a business tourism destination, while most of the leisure tourism markets

visit the Eastern Free State (Clarens) and Parys (Vredefort Dome). The Free State receives no more than 3% of international tourists. Lesotho is the most important international tourist-generating region for the Free State (SATDTS, 2016).

The tourism offering of the Free State is mainly natural and cultural attractions. Provincial and private game reserves provide opportunities for tourists to experience wildlife in its natural habitat. The Eastern Free State also boasts a number of San rock art sites, while 13 South African War battlefield sites are spread across the province. The five largest dams in South Africa surround the borders of the Free State and the largest dam, Gariep Dam, and the deepest dam in South Africa, Sterkfontein Dam, can be found in the province. The dams are frequented by anglers, motorboat enthusiasts and recreational tourists. Adventure tourists enjoy the area around Clarens and Parys as white-water rafting, hiking, mountain biking and horse riding are activities available for tourists to participate in.

Museums such as the Basotho Cultural Village provide an insight into the life of the Basotho people, while smaller local museums such as the National Museum in Bloemfontein and the Police Museum in Ventersburg add further impetus to the cultural offering of the Free State. However, the Free State is not known as a leisure tourism destination, as indicated (SATDTS, 2016). Therefore, in an attempt to further grow tourism in the province, festivals can play an important role, because they attract festival goers as domestic tourists and assist in showcasing the tourism offerings of the province.

4.3 The importance of Macufe to the Free State

Burger and Labuschagne (2016:1) state that Macufe is essentially Bloemfontein's answer to cultural festivals such as KKNK in Oudtshoorn or Aardklop in Potchefstroom. It aims to be the biggest, most culturally balanced showcase of African arts and culture in the world (Burger and Labuschagne, 2016:1). In 2015 the festival's line-up included Zahara, Rebecca Malope, Earl Klugh and many more. In terms of theatre, actress Susan Danford and the legendary actor, director and playwright, John Kani, featured.

The emergence of an arts festival circuit after 1994 in South Africa has been a key development in the country's professional theatre, as most festivals previously had done relatively little to explore or celebrate black (South) African culture, theatre or theatremakers. Cernat and Gourdon (2012:1044) indicate that previous festivals had a number of black artists taking part in productions, and audiences included some black theatre goers, but the participation of the white and Western-oriented theatre-makers, as well as audiences, disproportionately outweighed the contribution from black African and historically disadvantaged artists and festival goers.

The birth of Macufe was an attempt to rectify this situation. Internationally, local festivals are increasingly being used to promote tourism and boost the regional economy (Chhabra *et. al.*, 2003; Felsenstein and Fleischer, 2003). Similarly, many South African towns and cities have introduced festivals as a means by which to generate income and promote tourism development. A number of festivals in the Free State are held annually, such as the Cherry Festival in Ficksburg and the Biele-Mielie Festival in Reitz.

An investigation by Saayman and Saayman (2004:629) into the monetary significance of festivals has found that KKNK in Oudtshoorn drew 100 000 visitors, with aR100 million being spent in the economy during 2002. The research further revealed that the Grahamstown, Aardklop and KKNK festivals together added more than R200 million annually into the relevant local economies (Saayman and Saayman, 2004:629). It is thus

important to note that festivals are a meaningful role player in adding monetary value towards the economy of a particular area.

4.4 The development of Macufe

Since its inception in 1997, Macufe has been attracting a large number of arts and music lovers from across the continent. The music line-up includes jazz, gospel, Kwaito, hip-hop and R&B, while the arts line-up embraces theatre, drama, dance and poetry. According to Tolle (2014), the purpose of this homebrew programme is to find talented actors including up-and-coming musicians from the home soil (township and previously disadvantaged backgrounds). This homebrew programme created a platform to develop local acts and showcase their work at all arts and cultural events. There is also the popular jazz festival that forms the basis of Macufe (Tolle, 2014).

Macufe started with an impressive following of 30 000 fans in 1997 and now attracts an audience of over 140 000 people, making it one of the biggest cultural festivals on the African continent with international acclaim (DTR, 2016; Tolle, 2014:22). Over the years, the festival has grown in leaps and bounds to feature top local, continental and international artists. It has become part of the arts festival circuit and a number of productions that premiered at the Grahamstown festival or KKNK are staged here (DTR, 2016).

Viviers and Slabbert (2014:12) state that Macufe has developed over the years by showcasing the best local and international African artists in various fields, providing a quality professional service through an extensive and structured marketing campaign utilising multi skilled professional staff, established infrastructure and resources at its disposal.

4.5 Aims of Macufe

Officially dubbed an 'African cultural festival', rather than an 'arts festival', the intention was to stage an event that would recognise and celebrate indigenous African cultural heritage, and specifically as a balance to the other arts festivals which were perceived to do little in that regard. Its specific aims were cultural and afro cultural with a main focuses on music, song and dance. To illustrate this focus in 2016, as in previous years, African music performed by local and some international African artists was the main attraction. Further attractions were an art and craft market, a comedy evening and a sports event. Slightly more than half of all ticket sales were for the main music event. The festival also placed a significant emphasis on youth and audience development and offered reduced prices for learners.

4.6 Conceptual framework

The following section presents the conceptual framework for the study. Saayman (2011:109) defines a conceptual framework as an analytical tool with many variations and contexts. It is used to draw conceptual distinctions and organise ideas. Strong conceptual frameworks capture something real and do this in a way that is easy to remember and apply (Saayman, 2011:109). Figure 5 displays the conceptual framework for the study.

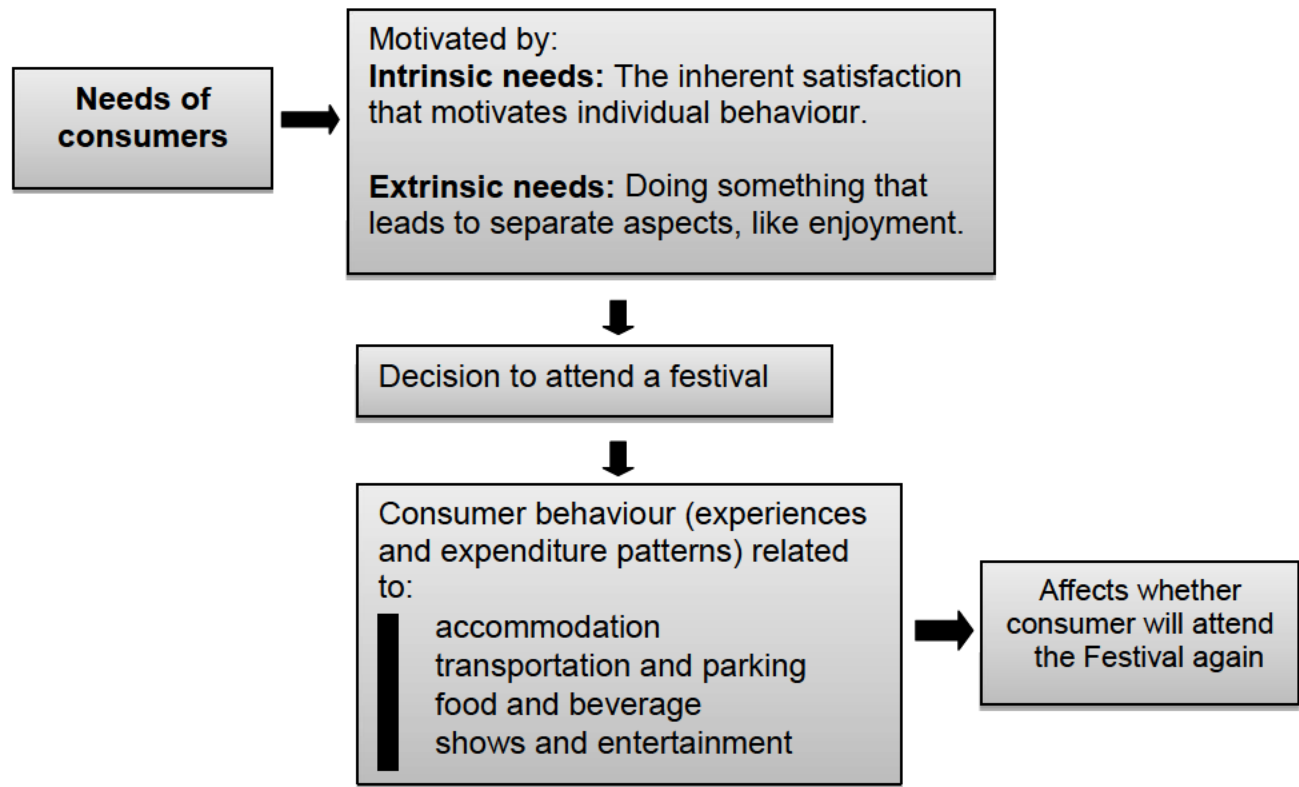


Figure 5: Conceptual framework for the study

Figure 5 shows that consumers are generally motivated to attend a festival based on both intrinsic and extrinsic needs. Intrinsic needs pertain to the internal satisfaction individuals get from doing something they like (Martocchio and Laio, 2009:110). Richard and Deci (2000:54) refer to extrinsic needs as doing something because it leads to a separable outcome, like choosing to attend a festival of choice. Ryan and Deci (2000:68) highlight that extrinsic needs relate to external factors, as opposed to the internal drivers of intrinsic factors.

Both intrinsic and extrinsic needs motivate the decision to attend a festival (Saayman, 2011:109). Visitors are then exposed to the various experiences when they attend a festival. For purposes of this study these experiences include accommodation, transportation and parking, food and beverage, and shows and entertainment. The

experiences of festival goers are likely to influence whether they will attend the festival again in future.

4.7 Summary

It is evident that Macufe is an important cultural festival for the Free State Province and its capital, Bloemfontein. Perhaps one of the most interesting remarks related to the fact that the producers and artists prefer Bloemfontein's festivals is that the city boasts superior venues for staging their work. Moreover, they preferred the fact that they could move around Bloemfontein easily, and more anonymously, than at the other festivals. In this respect festival performers may find Bloemfontein festivals less stressful, and may find it easier to move around the city more anonymously (Saayman and Rossouw, 2011:602).

This chapter profiled the Free State Province and its capital, Bloemfontein, as well as the development of Macufe. It also presented the conceptual framework for the study, thus setting the scene for the empirical part of the investigation.

CHAPTER 5: RESEARCH METHODOLOGY

5.1 Introduction

Research could be described as any organised and systematic process carried out to solve a particular problem or problems (O'Leary, 2004). Through research the researcher is able to uncover unknown facts to enable the comprehension of certain phenomena and/or to solve a particular problem. Research should be approached in a planned and systematic way (Leedy and Ormrod, 2010). This applies to all stages of the research process – ranging from the reason for the research, the aims and objectives, the design, the methods used to investigate the problem, as well as the conclusions reached. Research methodology involves the specific processes by which a research study will be articulated.

The researcher should adopt various steps in studying and disseminating the research problem in a planned and systematic manner (Leedy and Ormrod, 2010). This, in turn, shapes the research design that the researcher has selected in order to collect and analyse data. The current investigation consisted of a literature (chapters 1 to 4) and an empirical section. The literature section comprised a literature review in which both primary and secondary sources were used. 'Primary data' refers to new data collected and used by the researcher for the first time. The popular ways to collect primary data are surveys, interviews and focus groups (Brotherton, 2008).

'Secondary data' refers to data of which the researcher is the second user. Even if the research project is based mainly on new information, the researcher would usually have to consult existing sources, such as published journal articles, books that are relevant to the study, official websites and relevant dissertations or theses (Veal, 2006). In this study the review of current and past literature provided insight into the festival activities, the organising of festivals and festival tourism.

The aim of this chapter is to reflect on the research approach and design, population and sampling, questionnaire construction, data collection and analysis, pilot study, as well as the data analysis.

5.2 Research approach and design

Owing to the nature of the study and the large population a quantitative research approach was adopted. This approach is consistent with other research on festival tourism (Ivaldi and Verboven 2005; Simon and Goes, 2013; Hackl, Kummer, WinterEbmer and Zulehner, 2014; Kloot and Martin, 2007). According to O'Leary (2004:99), quantitative research produces data that can be represented by numbers and analysed using statistics. Kumar (2008) concurs by stating that quantitative research is designed to answer a research question in terms of numerical quantities and the results can be displayed in a form of tables and graphs.

Quantitative research usually employs methods such as experiments and surveys to describe and explain phenomena (Anderson, 2004; Kumar, 2005:12). According to Brynard and Hanekom (2006) quantitative research methods could include techniques such as observation, pilot studies, quantitative analysis and questionnaires. Imenda and Muyangwa (2006:25) define a research design as a basic plan for a study or a way of conducting a study. Creswell (2009:13) refers to a research design as the process of data collection, analysis and interpretations of research findings; whereas Sumathi and Saravanel (2009:85) view it as a plan, structure and strategy of investigation to obtain answers to research questions. This definition consists of three important terms: the plan, the structure and the strategy.

The plan can be seen as a framework of a research structure on which the researcher intends to work. The structure of the research is more specific, while the strategy shows how the research will be carried out by specifying the methods to be used in data collection and analysis (Sumathi and Saravanel, 2009:85). A research design can be

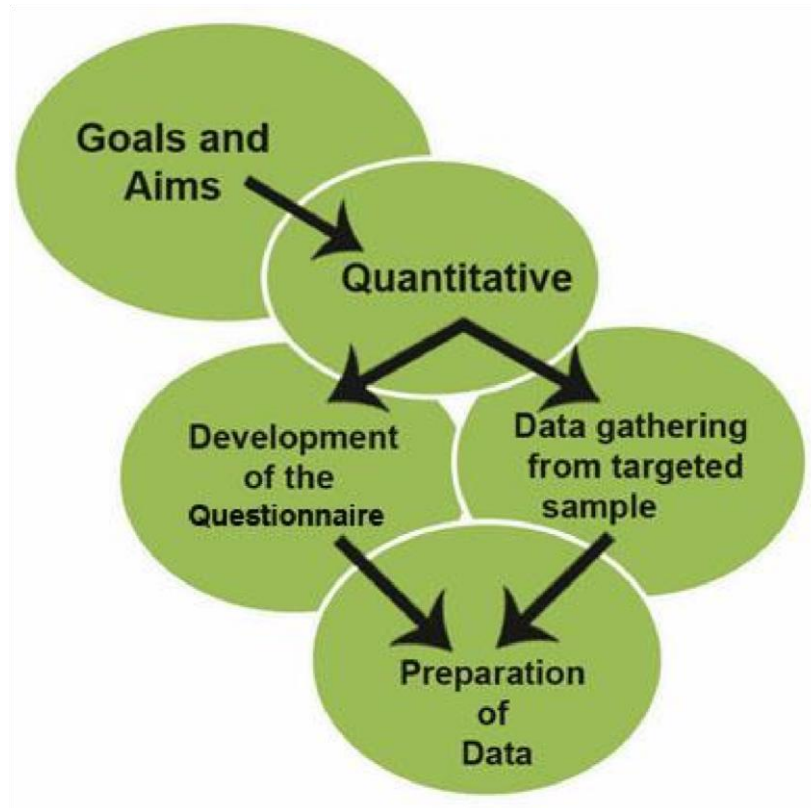
referred to as all the decisions a researcher makes in planning the study, not only about what type of design to use, but also about sampling, sources and procedures for collecting data, measurement issues and plans for data analysis. The choice of research design and methods of data collection and research is based on the specific problem.

From the above it is clear that the term 'design' is often used in the literature in two senses, namely:

- denoting the conceptualisation and planning of the study in its broadest sense; and
- the logical arrangement or strategy to be selected, such as surveys or experiments.

The research plan for this study is presented below in Figure 6:

Figure 6: Research plan



Source: Steiner, Holley, Gerdes and Campbell (2006)

Figure 6 shows that a research plan begins with the identification of clear research goals and aims (Steiner *et. al.*, 2006:355). Based on these goals and aims the researcher selects a suitable research approach and design (Brynard and Hanekom, 2006:29). As indicated before, this investigation employed a structured questionnaire to gather information from participants (Kloot and Martin, 2007:485). The research design applicable to this study was thus survey research (Kloot and Martin, 2007:485).

5.3 Population and sampling

Brynard and Hanekom (2006:43) explain that, in research methodology, the term 'population' refers to the objects, subjects, phenomena, cases, events or activities specified for the purpose of sampling. There are two types of sampling, namely probability sampling and non-probability sampling. Probability sampling is defined as a sampling technique in which the samples are gathered in such a way that all individuals in the population have equal chances of being selected (Polit and Beck, 2013:175).

On the other hand, in non-probability sampling all individuals in the population do not have an equal chance of being selected (Rajamanickam, 2001:80). This investigation employed non-probability sampling, and specifically convenience sampling, as the completion of the questionnaire was based on the willingness of Macufe visitors to complete the questionnaire. Macufe attracts more than 140 000 attendees annually. According to Kruger *et al.* (2012:108), for any population larger than 100 000 (N), 398 respondents (n) are seen as representative. For purposes of this study, 400 questionnaires were completed and used for data analysis.

5.4 Questionnaire construction

The questionnaire was based on the study of Yang (2010) on consumer behaviour in event tourism. It consists of five sections (see Annexure A):

Section A: This section measured the demographics of the respondents. This included the country of residence, province of origin, country of origin, gender, race, age, length of stay, and annual income.

Section B: This section pertained to accommodation and included questions on the type of accommodation consumers prefer, their experiences related to accommodation and the amount they spent on accommodation during the festival.

Section C: Transportation and parking matters were addressed in this section. The questions referred to the mode of transport, experiences related to transportation and parking, and the amount spent on transportation and parking.

Section D: This section aimed to determine the experiences of visitors related to food and beverage during Macufe, their experiences related to food and beverage, as well as the amount spent on both food and beverage.

Section E: In this section, respondents had to indicate their experiences related to the shows and entertainment, as well as the amount spent on these.

Section F: Section F focused on general issues pertaining to the tidiness of and security at the festival.

5.4.1 Data collection

Data collection is the process of gathering data in a systematic fashion that enables the researcher to answer the research questions, test hypotheses and evaluate outcomes (Bihi, 2014:46). In this study data collection took place during the 2016 Macufe. The researcher employed the assistance of eight field workers who had been briefed beforehand on administering the questionnaire. Data were collected at the main venues where some of the events were staged. Data collection lasted about three days.

5.4.2 Data analysis

Bihi (2014:46) views data analysis is the process in which the researcher recognises patterns in the data and turns these patterns into meaningful categories and themes. In

this study data were captured in Excel, and both descriptive (mode, mean and standard deviation) and inferential statistics (Pearson chi-square) were performed on the data.

Descriptive statistics involves explaining the main features of the sample (such as the mode, mean and standard deviation), while inferential statistics involves making inferences about large populations from relatively small samples. Inferential statistics has two main functions, first, to estimate a population parameter from a random sample and, secondly, to test statistically based hypotheses (Leedy and Ormrod, 2010:253; Freedman, 2008:110).

5.5 Pilot study

Pilot studies, according to Veal (2006:33), are small-sample applications of a standard questionnaire survey and are vital in survey research. They are used to pre-test the proposed questionnaire, to check the wording, and to ensure that the researcher and respondents have the same definition of key words, phrases and acronyms, if the latter are used.

Le Roux (2011) mentions that a pilot study is conducted to detect weaknesses in research the design and instrumentation. He notes that a pilot study should draw subjects from the target population in order to ascertain whether the measuring instrument will be clear and comprehensible to the respondents. Stachowiak (2008:291) defines a pilot study as a smaller version of a larger study which is conducted to prepare for the larger study. Similarly, Imenda and Muyangwa (2006: 25) see a pilot study as a preliminary trial of research measures and techniques intended to ascertain their appropriateness in addressing the stated research questions, hypothesis and/or objectives.

Gray (2004:205) states that questionnaires should be tested on respondents who are not part of the target population ascertain the clarity of questions. It is essential that questionnaires be accurate, unambiguous and simple to complete. The pilot study for

this investigation involved the administration of the questionnaire to five Macufe attendees who did not form part of the main investigation. The pilot study revealed that the questionnaire was clear and understandable, and no changes were made.

5.6 Summary

This chapter focused on the research methodology followed in this study. The chapter discussed the research approach and design, as well as their definitions. The design and construction of the questionnaire, as well as the population and sampling procedure, data collection, data analysis and the pilot study, were also outlined.

CHAPTER 6: ANALYSIS OF THE FINDINGS

6.1 Introduction

This chapter focuses on analysing the findings of the empirical investigation. The questionnaire was systematically analysed starting from the demographics profile of respondents, followed by the experiences and expenditure patterns related to accommodation, transport and parking, food and beverage, and shows and entertainment. Both descriptive and inferential statistics were performed on the data.

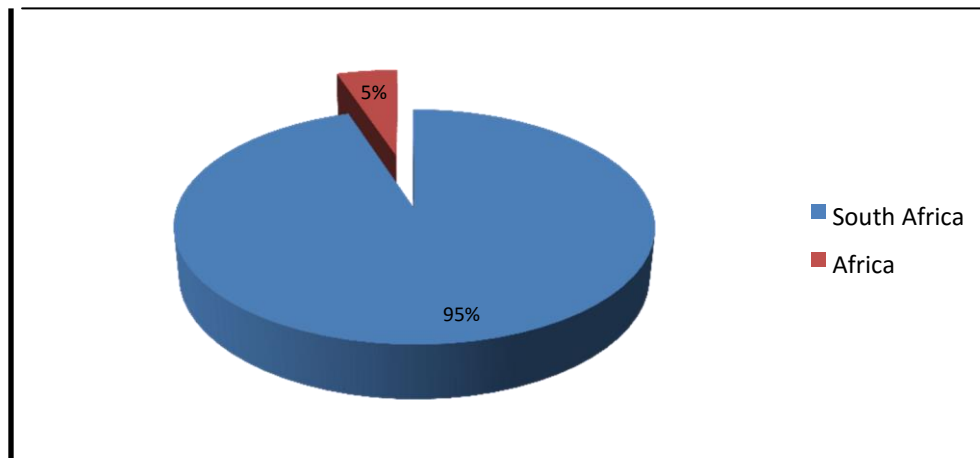
6.2 Descriptive statistics

The following section contains the descriptive statistics for the consumer behaviour questionnaire.

SECTION A: DEMOGRAPHIC PROFILE OF RESPONDENTS

In Question 1, respondents had to indicate their country of residence. Refer to Graph 1 below.

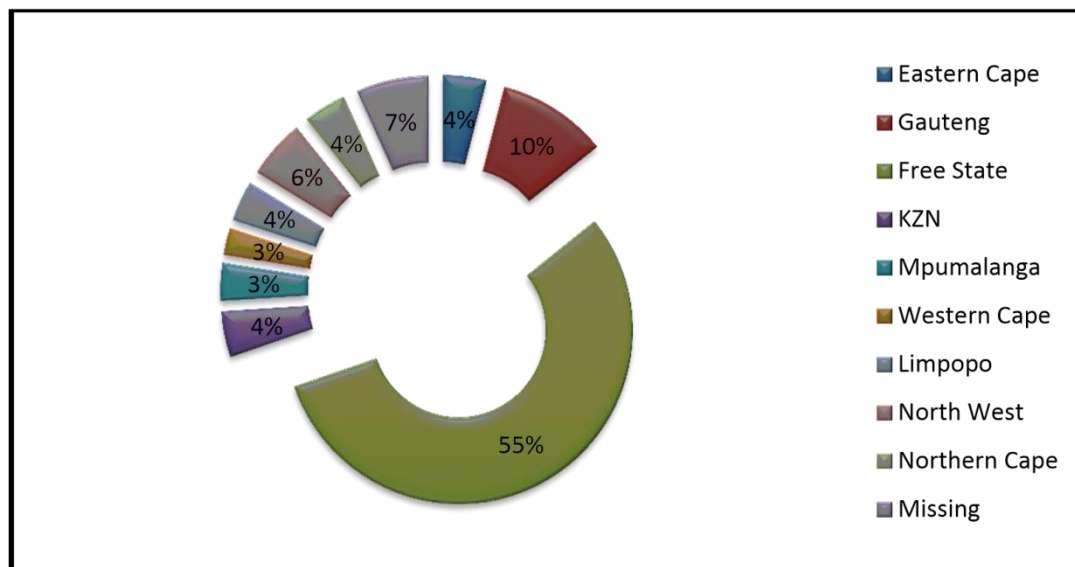
Graph 1: Country of residence



Graph 1 shows that most of the respondents were from South Africa (95%). A total of 5% of respondents were from other African countries.

In Question 2, respondents had to indicate their province of origin. Refer to Graph 2 below.

Graph 2: Province of origin



Graph 2 shows that most respondents were from the Free State (55%), followed by Gauteng with 10%, KwaZulu-Natal with 7%, North West with 6%, and Limpopo Province,

Northern Cape and Eastern Cape Provinces with 4% respectively. Both Western Cape and Mpumalanga were the lowest, at 3%.

Question 3 required international respondents to indicate their country of origin. Refer to Table 2 below.

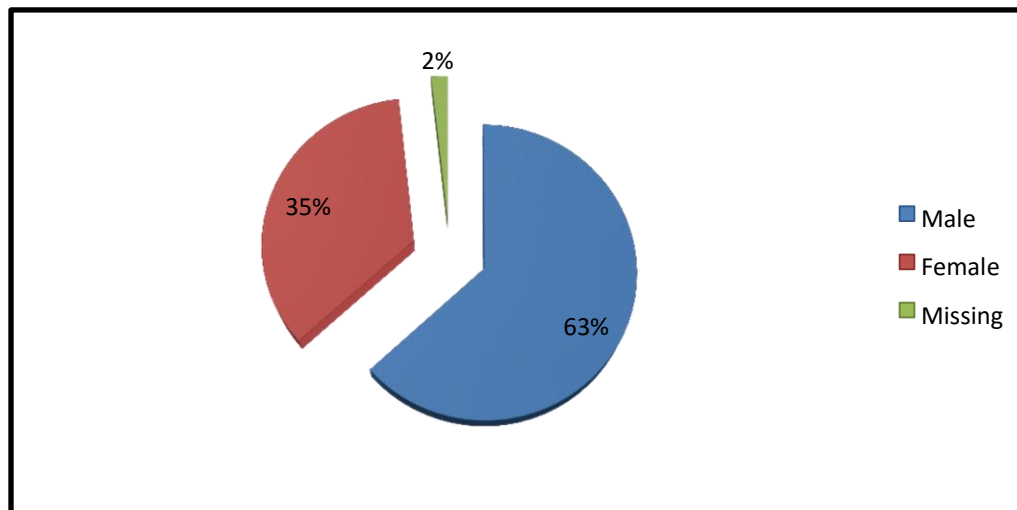
Table 2: Country of origin for international attendees

Country	Lesotho	Mozambique	Zimbabwe	Ghana	Malawi	Namibia	Portugal	Nigeria
(%)	1.75	0.25	0.50	0.50	0.25	0.25	0.25	0.25

Table 2 shows that most of the international attendees were from Lesotho, with only 0.25% who were from Mozambique, Namibia, Portugal and Ghana.

Question 4 requested respondents to indicate their gender. Refer to Graph 3 below.

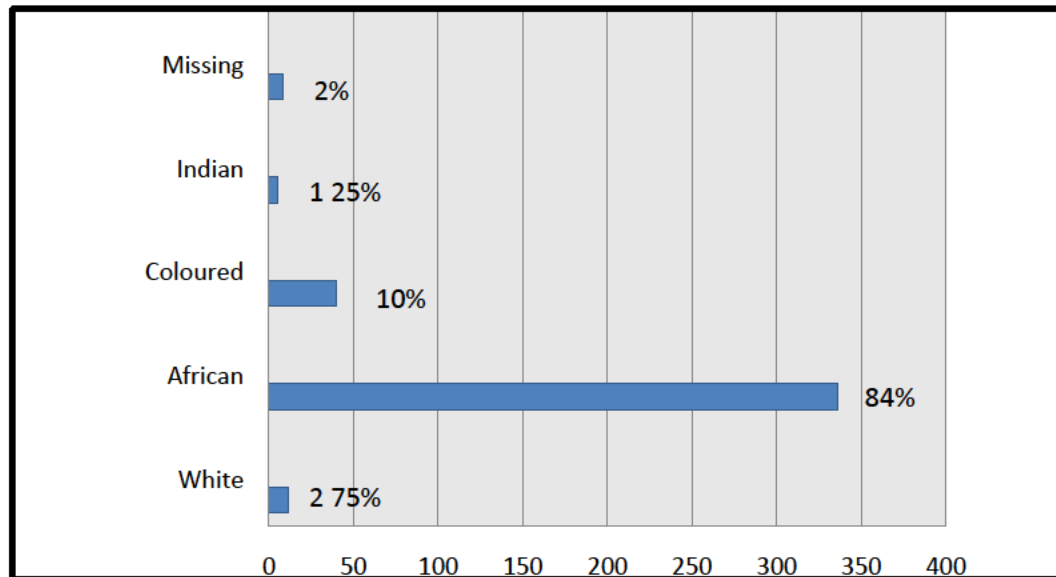
Graph 3: Gender composition of respondents



Graph 3 shows that 63% of the respondents were male and 35% of the respondents were female. A total of 2% of respondents did not answer the question.

In Question 5 respondents had to indicate their racial group. See Graph 4 below.

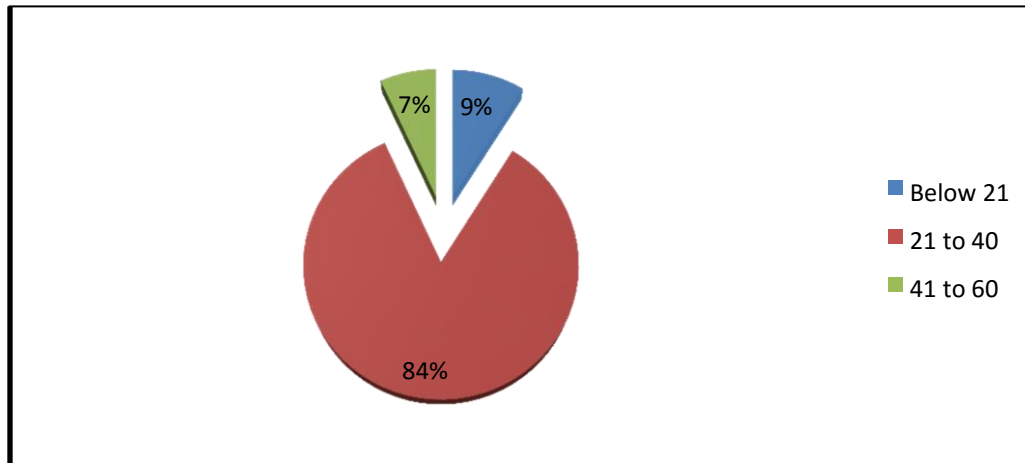
Graph 4: Race composition of respondents



Graph 4 shows that the majority of respondents were African (84%) and 10% were coloured. White people presented 2.75% and Indian people 1.25%. A total of 2% of the respondents did not answer the question.

In Question 6 respondents had to indicate their age. Refer to Graph 5 below.

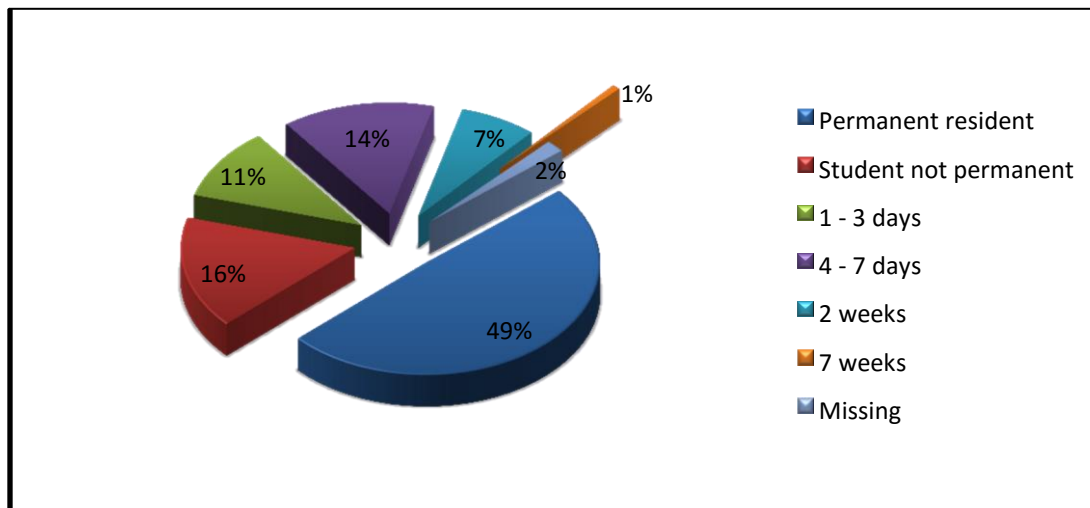
Graph 5: Age composition of respondents



Graph 5 indicates that most of the respondents were between 21 and 40 years of age (84%). Those below 21 years were 9% and those between 41 and 60 were 7%.

Question 7 required the respondents to indicate their length of staying Bloemfontein. Refer to Graph 6 below.

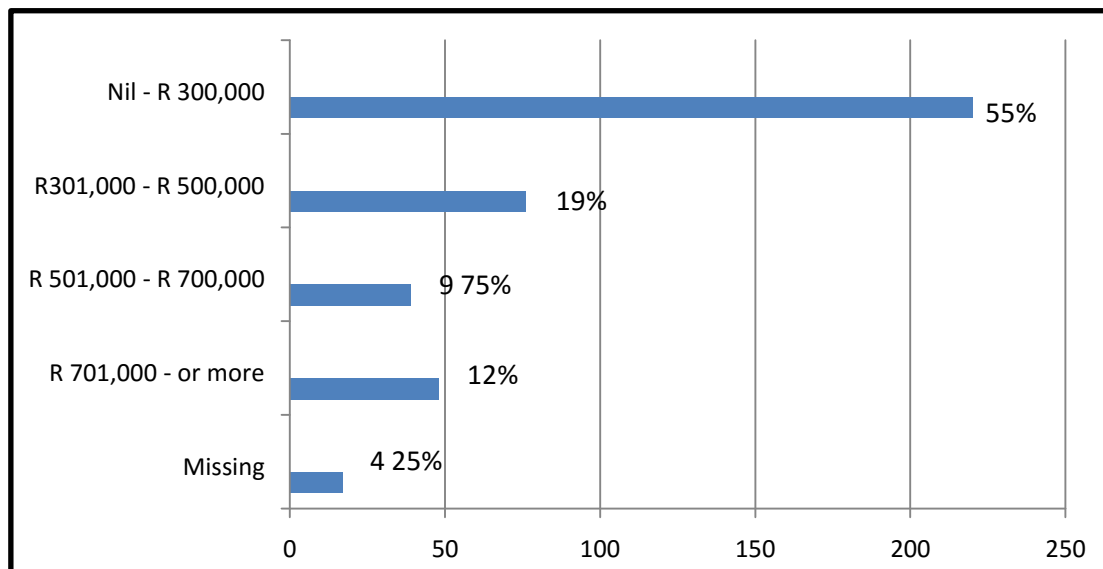
Graph 6: Length of stay of respondents



Graph 6 shows that 49% of the participants were permanent residents of Bloemfontein and 16% were students. Fourteen per cent (14%) of respondents stayed for four to seven days, while 11% stayed between one and three days. Seven percent (7%) stayed for two weeks and 1% for seven weeks. Two per cent (2%) of the respondents did not answer the question.

In Question 8 respondents had to indicate their income. Refer to Graph 7.

Graph 7: Annual income of respondents



Graph 7 shows that 55% of the respondents earned between nil and R300000 per annum that 19% earned between R301000 and R500000 and that 9.75% earned between R501 000 and R701000. Twelve per cent (12%) of respondents earned more than R701 000. The missing values represented 4.25% of the responses.

SECTION B: ACCOMMODATION

In Section B respondents were requested to reply to questions related to accommodation.

In Question 9 respondents had to indicate the type of accommodation they used. See Table 3 below.

Table 3: Types of preferred accommodation

9.1 Hotel	7.0%	9.6 Student accommodation	16.3%
9.2 Self-catering	9.0%	9.7 Backpackers	1.0%
9.3 B&B	5.8%	9.8 Camping/caravan	0.3%
9.4 Guesthouse	11.0%	9.9 Bloemfontein resident	30.4%
9.5 Friends/relatives	11.5%	9.10 Other, specify	6.0%
		9.11 Missing	2.0%
			Total percentage 100.00%

Table 3 required the respondents to indicate the type of accommodation they used. Seven per cent (7%) preferred hotels, 9% self-catering, 5.8% B&Bs and 11% guesthouses. Eleven and a half per cent (11.5%) stayed with friends and relatives, and 16.3% used student accommodation. Only 1% of respondents stayed in backpackers, and 0.3% used camping/caravan facilities. Most of the respondents (30.4%) were Bloemfontein residents. Two per cent (2%) of respondents did not respond to the question.

Question 10 required respondents to reflect on their accommodation experiences. Refer to Table 4 below.

Table 4: Accommodation experiences

	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable	Missing values	Total
10.1 The staff treats me with respect.	22.20%	21.50%	3.25%	1.50%	9.25%	42.30%	100
10.2 The accommodation is value for money.	22.00%	22.75%	2.25%	1.25%	9.00%	42.75%	100
10.3 The rooms are neat and tidy.	24.25%	19.00%	2.75%	1.50%	9.50%	43.00%	100
10.4 The breakfast and/or other meals are value for money.	22.25%	17.25%	4.25%	1.25%	12.50%	42.50%	100
10.5 There is always someone available to assist me, irrespective of the time of day.	22.50%	18.00%	4.75%	1.00%	11.25%	42.50%	100
10.6 Staff members are knowledgeable about Bloemfontein and its tourist attractions.	20.25%	21.25%	3.50%	1.25%	11.00%	42.75%	100
10.7 The overall quality of the accommodation experience is good.	24.75%	19.50%	3.00%	1.25%	9.75%	41.75%	100

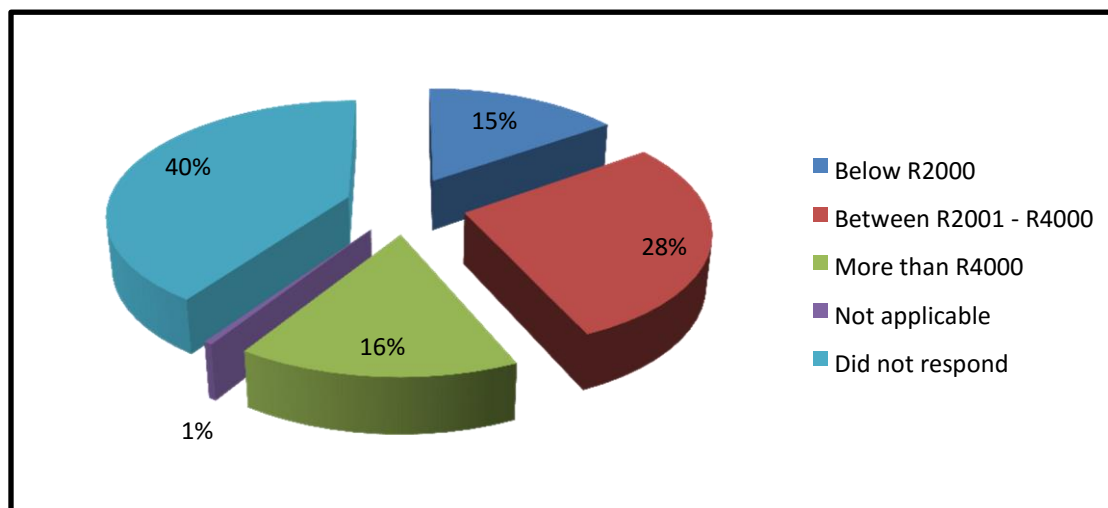
Question 10.1 required respondents to indicate whether they were treated with respect by staff, and 43.7% agreed. Question 10.2 aimed to establish whether accommodation was value for money, to which 44.75% of respondents indicated strongly agreed/agreed. Question 10.3 probed the neatness and tidiness of the establishment, and 43.25% indicated that they strongly agreed/agreed.

Question 10.4 focused on the breakfast and meals served at the accommodation and whether they were value for money. A total of 39.5% of the respondents strongly agreed/agreed. Question 10.5 required respondents to indicate whether there was always someone available to assist them, irrespective of the time of day– 40.5% strongly agreed/agreed. Question 10.6 indicated that 41.5% of the respondents were satisfied

(strongly agreed/agreed) with the knowledge of staff regarding the tourist attractions of Bloemfontein. Question 10.7 required respondents to indicate their overall impression of the accommodation, and 44.25% strongly agreed/agreed that the overall impression was good.

In Question 11 respondents had to indicate the amount they spent on accommodation. Refer to Graph 8 below.

Graph 8: Amount spent on accommodation



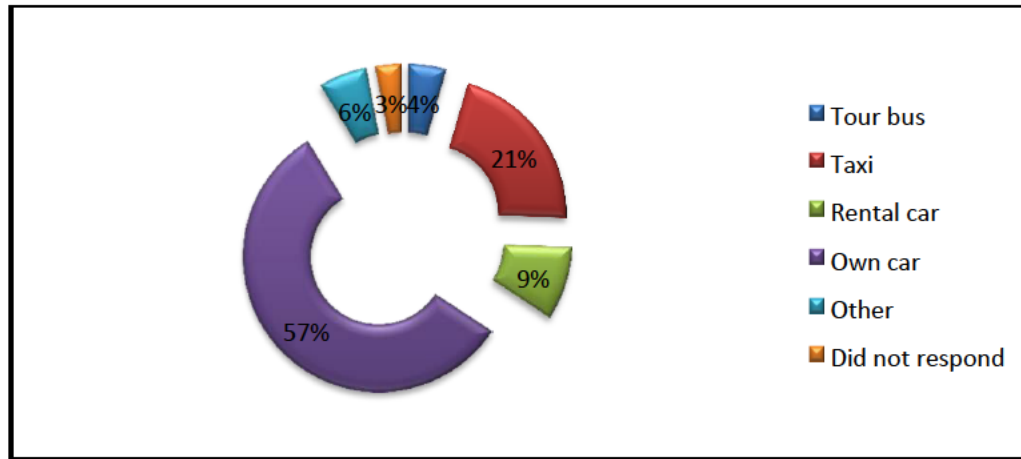
Graph 8 shows that 15% of respondents spent below R2000 on accommodation, whereas 28% of respondents spent between R2001 and R4000. Sixteen per cent (16%) of respondents spent more than R4000. One per cent (1%) indicated not applicable, and 40% did not answer the question.

SECTION C: TRANSPORTATION AND PARKING

Section C requested respondents to indicate aspects related to transportation and parking.

In Question 12 respondents had to indicate the mode of transport they used to get from their accommodation to the festival venues. Refer to Graph 9 below.

Graph 9: Mode of transportation



Graph 9 shows that a large percentage of respondents (57%) used their own cars. A total of 21% indicated a taxi, 9% rented cars and 4% a tour bus. Six per cent (6%) of the respondents indicated other means of transport (not indicating the type), and 3% of respondents did not answer the question.

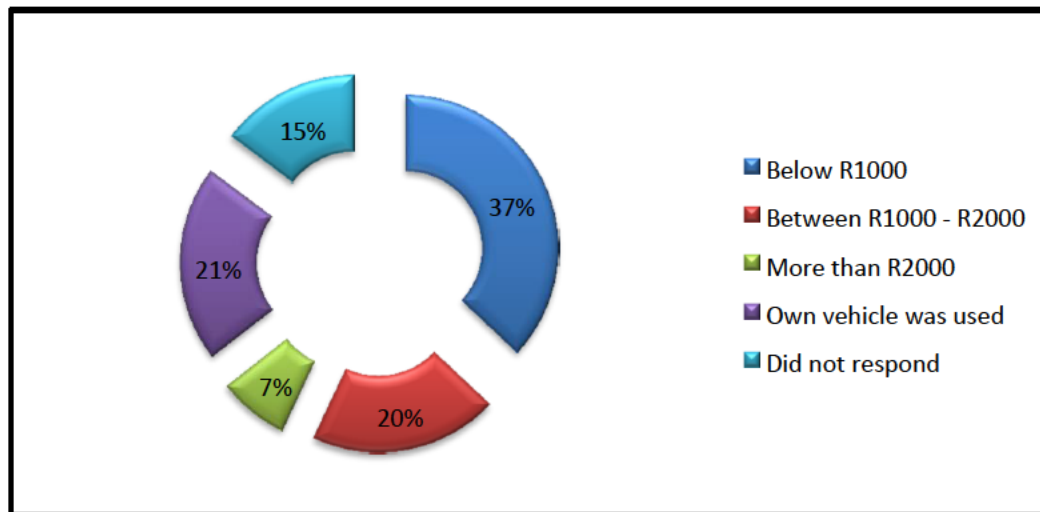
Question 13 aimed to ascertain respondents' experiences related to transportation and parking. Refer to Table 5 below.

Table 5: Respondents' transportation and parking experiences

	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable	Missing values	Total
13.1 Staff is, generally speaking, friendly and efficient.	10.50%	19.25%	3.50%	0.25%	6.75%	59.75%	100
13.2 Staff is, generally speaking, able and willing to assist customers.	13.50%	18.00%	1.00%	0.75%	6.50%	60.25%	100
13.3 The overall service quality of transportation is good.	11.25%	18.00%	3.00%	0.75%	6.50%	60.50%	100
13.4 There is sufficient parking for individuals who use their own transport.	9.75%	12.25%	8.00%	1.75%	7.50%	60.75%	100
13.5 Parking is safe.	9.50%	14.00%	7.25%	1.75%	8.00%	59.50%	100

Question 13.1 required respondents to indicate whether staff was, generally speaking, friendly and efficient, with which 29.75% strongly agreed/agreed. Question 13.2 enquired whether staff was willing to assist customers, and 31.5% of respondents strongly agreed/agreed. Question 13.3 enquired about the overall service quality of transportation—60.5% of respondents did not answer the question. Question 13.4 ascertained whether the parking was sufficient –again 60.75% of respondents did not answer the question. Question 13.5 enquired about the safety of parking and 23.5% of respondents indicated that they strongly agreed/agreed that parking was safe.

Question 14 required respondents to indicate more or less the amount they spent on transportation during Macufe. Refer to Graph 10 below.

Graph 10: Transportation expenditure

Graph 10 indicates that 15% of respondents spent below R1000 on transportation, while 20% spent between R1000 and R2000. Seven per cent (7%) of respondents spent more than R2000 on transportation, and 21% had their own cars. Thirty-seven per cent (37%) of respondents did not answer the question.

SECTION D: FOOD AND BEVERAGE

In Section D respondents had to indicate aspects related to food and beverage.

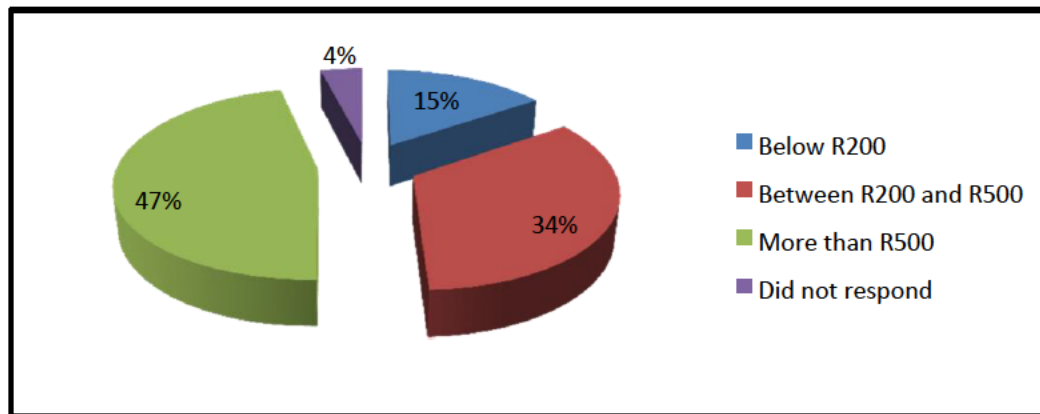
Question 15 focused on the food and beverage experiences of respondents. These are reflected in Table 6.

Table 6: Food and beverage experiences

	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable	Missing Value	Total
15.1 Food stalls are well positioned.	28.00%	55.50%	7.00%	1.75%	2.50%	5.25%	100
15.2 Generally speaking, the food is value for money and served on time.	32.00%	45.25%	12.25%	3.75%	1.75%	5.00%	100
15.3 A variety of different food is available (e.g. African cuisine, fast foods, etc.)	37.25%	49.00%	5.50%	0.75%	2.50%	5.00%	100
15.4 Stalls that sell beverages are well positioned.	30.75%	52.50%	7.75%	1.75%	2.25%	5.00%	100
15.5 A variety of different beverages are on sale (e.g. sodas, beer, etc.)	36.75%	44.75%	9.00%	2.50%	1.50%	5.50%	100
15.6 The food and beverage selections met my expectations.	32.00%	51.00%	7.50%	2.00%	1.50%	6.00%	100

Question 15.1 required respondents to indicate whether food stalls were well positioned, with which 83.5% strongly agreed/agreed. In Question 15.2 respondents had to indicate whether the food was value for money and served on time and 77.25% strongly agreed/agreed. Question 15.3 enquired whether a variety of food was available – 86.25% strongly agreed/agreed. Question 15.4 asked whether beverage stalls were well positioned, to which 83.25% strongly agreed/agreed. Question 15.5 wanted to ascertain whether a variety of different beverages were on sale –81.5%strongly agreed/agreed. Question 15.6 asked whether the food and beverage selections met the respondents' expectations, and 83% strongly agreed/agreed.

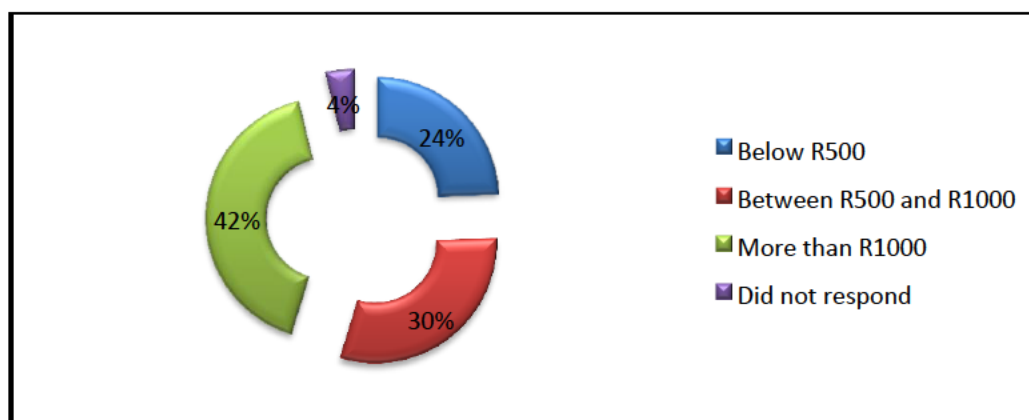
Question 16aimed to ascertain the amount respondents spent on food during Macufe. Refer to Graph 11.

Graph 11: Amount spent on food during Macufe

According to Graph 11 47% of the respondents indicated that they spent more than R500 on food, 34% indicated between R200 and R500, and 15% indicated below R200.

A total of 4% did not respond to the question.

Question 17 wanted to ascertain how much respondents spent on beverages during Macufe. Refer to Graph 12 below.

Graph 12: Amount spent on beverages during Macufe

Graph 12 indicates that 42% of respondents spent more than R1000 on beverages, that 30% spent between R500 and R1000, and that 24% spent below 500. Four per cent (4%) of respondents did not answer the question.

SECTION E: SHOWS AND ENTERTAINMENT

In Section E respondents had to indicate aspects related to shows and entertainment.

Question 18 focused on respondents' experiences regarding shows and entertainment.

Table 7 below discusses the findings.

Table 7: Experiences regarding the shows and entertainment

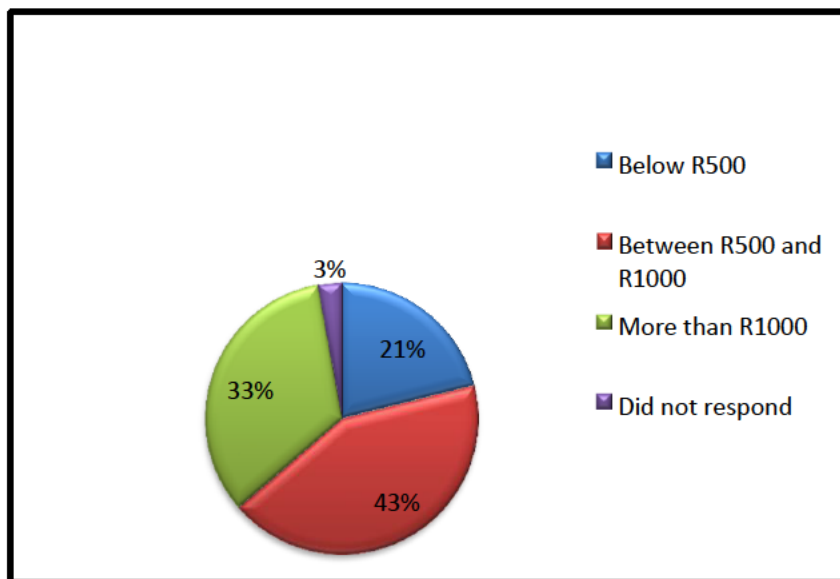
	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable	Missing Value	Total
18.1 Generally speaking, the shows and entertainment are well organised.	34.5%	52.00%	7.75%	1.00%	1.00%	3.75%	100
18.2 The venues for the shows and entertainment are suitable and large enough.	35.25%	44.50%	13.25%	2.00%	1.25%	3.75%	100
18.3 The shows and entertainment are reasonably priced.	27.00%	46.75%	17.50%	4.00%	1.25%	3.50%	100
18.4 The quality of the shows and entertainment met my expectations.	28.50%	56.75%	9.25%	1.50%	1.75%	2.25%	100
18.5 The overall impression of the shows and exhibitions is good.	27.75%	58.50%	7.75%	1.50%	1.25%	3.25%	100

Question 18.1 aimed to ascertain whether shows and entertainment were well organised and 86.5% of respondents strongly agreed/agreed that they were. Question 18.2 wanted to establish the suitability of venues – the vast majority of respondents (79.75%) strongly agreed/agreed. Question 18.3 aimed to ascertain whether shows and entertainment were reasonably priced, with which the vast majority (85.25%) strongly agreed/agreed. In Question 18.4 respondents had to indicate whether shows and entertainment met

their expectations – again the majority (85.25%) strongly agreed/agreed. Question 18.5 enquired about the overall impression of the shows and exhibitions, and the majority of respondents (86.25%) strongly agreed/agreed that their overall impression was indeed good.

Question 19 requested respondents to indicate more or less the amount they spent on shows and entertainment. The findings are displayed in Graph 13 below.

Graph 13: Amount spent on shows and entertainment



Graph 13 shows that 22% of respondents spent below R500, 44% spent between R500 and R1000 and 34% spent more than R1000. Three per cent (3%) of respondents did not answer the question.

SECTION F: GENERAL ISSUES

Question 20 requested respondents to indicate their views regarding general aspects related to Macufe. Refer to Table 8.

Table 8: General issues

	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable	Missing Value	Total
20.1 The ablution facilities are adequate.	22.5%	52.75%	17.25%	1.25%	2.50%	3.75%	100
20.2 Generally speaking, the grounds are neat and tidy.	24.75%	56.00%	13.75%	1.00%	1.25%	3.25%	100
20.3 There are enough places to sit and relax.	28.50%	39.75%	25.00%	1.50%	1.50%	3.75%	100
20.4 There is adequate cleaning staff on duty (e.g. cleaning bathrooms and collecting waste).	20.75%	40.25%	29.75%	4.25%	2.00%	3.00%	100
20.5 There is, generally speaking, a relaxed and enjoyable atmosphere.	31.00%	54.75%	8.75%	1.00%	1.00%	3.50%	100
20.6 My overall impression of the grounds and facilities is good.	26.50%	57.25%	11.00%	0.75%	1.50%	3.00%	100
20.7 There are police/security guards present and safety is up to standard.	33.25%	49.75%	8.25%	3.75%	1.75%	3.25%	100

Question 20.1 aimed to ascertain whether ablution facilities were adequate, and 75.25% strongly agreed/agreed. Question 20.2 asked whether the grounds were neat and tidy, with which 80.75% strongly agreed/agreed. Question 20.3 enquired whether there were enough spaces to sit and relax, and 68.25% indicated that they strongly agreed/agreed. Question 20.4 wanted to determine whether there was adequate cleaning staff on duty– 61% of respondents strongly agreed/agreed. Question 20.5 required respondents to indicate whether the atmosphere was relaxed and enjoyable, and a large percentage (85.75%) strongly agreed/agreed.

Question 20.6 determined the overall impression of the grounds and facilities, and

83.75% of respondents strongly agreed/agreed that they were good. Question 20.7 indicated that the majority of respondents (83% – strongly agreed/agreed) were satisfied with the security measures.

6.3 Inferential statistics

The next section presents the inferential statistics applicable to the study. According to Trochim (2006) inferential statistics are statistics that can be used from the sample data to generalize to the population at large. Pearson's Chi-square test yielded the following correlations at a significance level of 0.05 ($p = 0.000$).

Type of accommodation (Question 9) and Income (Question 8):

Accommodation Type	R0-R300 000	R301-R500 000	R501-R700 000	R701 000 or more	Row totals
1. Hotel	2	8	7	11	28
2. Self-catering	15	3	4	12	34
3. B&B	12	5	5	1	23
4. Guest house	21	15	5	2	43
5. Friends/relatives	29	11	3	3	46
6. Student accommodation	54	2	1	3	60
9. Bloemfontein resident	68	27	11	11	117
10. Other	13	5	3	3	24
Totals	214	76	39	46	375

Questions 7 and 8 were deleted due to very few responses. *Bloemfontein residents were excluded from the analysis.

Pearson chi-square	95.7018	df=21	$p=.000$
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The findings indicate that there is a relationship between accommodation type and income, at a significance level of 0.05 ($p = 0.000$). It appears from this sample that the highest numbers of attendees were in the lowest income bracket, and used the less expensive accommodation options.

Income (Question 8) and amount spent on accommodation (Question 11)

Income	Amount spent on accommodation >R4000	Amount spent on accommodation R2000-R4000	Amount spent on accommodation <R2000	Row totals
<R300k	25	33	71	129
R300k-R500k	13	15	11	39
>R700k	12	8	15	35
R500k-R700k	8	10	5	23
Totals	58	66	102	226

Pearson chi-square	16.55939	df=6	p=.011
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The findings show a significant correlation between income and amount spent on accommodation, since $p=0.011$, much smaller than 0.05.

Income (Question 8) and transportation (Question 12)

Income	Tour bus	Taxi	Rental car	Own car	Row totals
<R300k	10	73	13	99	195
R300k-R500k	4	3	9	57	73
R500k-R700k	1	1	6	29	37
>R700k	1	2	6	38	47
Totals	16	79	34	223	352

Pearson chi-square	60.40891	df=9	p=.000
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There is a correlation between income and the mode of transportation used, at a significance level of 0.05 ($p=0.000$). The majority of respondents used their own car.

Age (Question 6) and amount spent on food (Question 16)

Age	Below R200	Between R200 and R500	More than R500	Row totals
1. Below 21	12	15	5	32
2. 21-40	45	108	170	323
3. 41-60	3	12	11	26
Totals	60	135	186	381

Pearson chi-square	21.3824	df=4	p=.000
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The findings indicate that there is a correlation between age and amount spent on food. It would appear that the 20 to 40 year age bracket included people who spent the most.

Age (Question 6) and amount spent on beverages (Question 17)

6. Age	Below R500	Between R500 and R1 000	More than R1 000	Row totals
1. Below 21	18	13	2	33
2. 21-40	72	98	153	323
3. 41-60	7	8	11	26
Totals	97	119	166	382

Pearson chi-square	24.8470	df=4	p=.000
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The findings indicate a correlation between age and amount spent on beverages. A similar pattern to that of the money spent on food manifests.

Age (Question 6) and satisfaction with shows and entertainment (Question 18.1-18.5)

Age	Shows well organised Agree	Shows well organized Disagree	Row totals
40-60 yrs	25	0	25
20-40 yrs	288	32	320
U20 yrs	30	2	32
Totals	343	34	377

*Agree and disagree responses were combined.

Pearson chi-square	3.152712	df=2	p=.207
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The findings for Question 18.1 indicate that there is no correlation between age and how well shows were organised.

Age	Suitability of venues Agree	Suitability of venues Disagree	Row totals
40-60 yrs	24	1	25
20-40 yrs	266	53	319
U20 yrs	26	6	32
Totals	316	60	376

*Agree and disagree responses were combined.

Pearson chi-square	2.954091	df=2	p=.228
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The findings for Question 18.2 show no correlation between age and the suitability of the venues, at a significance value of 5%.

Age	Shows price Agree	Shows price Disagree	Row totals
40-60 yrs	22	3	25
20-40 yrs	247	73	320
U20 yrs	24	8	32
Totals	293	84	377

*Agree and disagree responses were combined.

Pearson chi-square	1.714791	df=2	p=.424
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The findings for Question 18.3 show no significant correlation between age and the price of shows and entertainment.

Age	Quality of shows Agree	Quality of shows Disagree	Row totals
40-60 yrs	26	0	26
20-40 yrs	287	36	323
U20 yrs	25	6	31
Totals	338	42	380

*Agree and disagree responses were combined.

Pearson chi-square	5.407055	df=2	p=.067
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The findings for Question 18.4 show no correlation between age and the quality of the shows and entertainment.

Age	Overall shows Agree	Overall shows Disagree	Row totals
40-60 yrs	24	1	25
20-40 yrs	293	31	324
U20 yrs	25	5	30
Totals	342	37	379

*Agree and disagree responses were combined.

Pearson chi-square	2.579562	df=2	p=.275
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The findings for Question 18.5 show no correlation between age and the overall impressions of the shows and exhibitions.

Amount spent on shows and entertainment (Question 19) and satisfaction with shows and entertainment (Question 18.1 - 18.5)

Amount spent	Shows well organized Agree	Shows well organized? Disagree	Row totals
Below R500	72	7	79
Above R1000	117	14	131
R500-R1000	152	13	165
Totals	341	34	375

*Agree and disagree responses were combined.

Pearson chi-square	.7036360	df=2	p=.703
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There is no correlation between the amount spent on shows and entertainment and how well the shows and entertainment were organized.

Amount spent	Suitability of venues Agree	Suitability of venues Disagree	Row totals
Below R500	71	8	79
Above R1000	110	20	130
R500-R1000	124	31	165
Totals	315	59	374

*Agree and disagree responses were combined.

Pearson chi-square	3.039155	df=2	p=.219
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The findings indicate no correlation between amount spent on shows and entertainment and the suitability of the venues.

Amount spent	Pricing of shows Agree	Pricing of shows Disagree	Row totals
Below R500	57	22	79
Above R1000	105	26	131
R500-R1000	129	36	165
Totals	291	84	375

*Agree and disagree responses were combined.

Pearson chi-square	1.872199	df=2	p=.392
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There is no correlation between the amount spent on shows and entertainment and the price of shows and entertainment.

Amount spent	Quality of shows Agree	Quality of shows Disagree	Row totals
Below R500	48	14	82
Above R1000	116	15	131
R500-R1000	152	13	165
Totals	336	42	378

*Agree and disagree responses were combined.

Pearson chi-square	4.711941	df=2	p=.095
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The findings indicate no correlation between amount spent on shows and entertainment and the quality of the shows and entertainment.

	Overall shows Agree	Overall shows Disagree	Row totals
Below R500	68	11	79
Above R1000	120	11	131
R500-R1000	152	15	167
Totals	340	37	377

*Agree and disagree responses were combined.

Pearson chi-square	1.935523	df=2	p=.380
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There is no correlation between amount spent on shows and entertainment and the overall quality of the shows and entertainment at a significance level of 0.05 ($p = 0.000$).

Gender (Question 4) and general aspects (Question 20)

Gender	Adequate ablution Agree	Adequate ablution Disagree	Row totals
Male	186	53	239
Female	112	21	133
Totals	298	74	372

*Agree and disagree responses were combined.

Pearson chi-square	2.186943	df=1	p=.139
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The findings indicate no correlation between gender and whether ablution facilities were adequate.

Gender	Grounds neat and tidy Agree	Grounds neat and tidy Disagree	Row totals
Male	214	30	244
Female	106	28	134
Totals	320	58	378

*Agree and disagree responses were combined.

Pearson chi-square	4.925495	df=1	p=.026
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There is a correlation between gender and whether grounds were neat and tidy.

Gender	Places to sit and relax Agree	Places to sit and relax Disagree	Row totals
Male	171	71	242
Female	101	33	134
Totals	272	104	376

*Agree and disagree responses were combined.

Pearson chi-square	.9570004	df=1	p=.328
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The findings indicate no correlation between gender and whether there were enough places to sit and relax.

Gender	Adequate cleaning staff Agree	Adequate cleaning staff Disagree	Row totals
Male	160	83	243
Female	82	51	133
Totals	242	134	376

*Agree and disagree responses were combined.

Pearson chi-square	.6577291	df=1	p=.417
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There is no correlation between gender and whether there was adequate clearing staff on duty.

Gender	Relaxed atmosphere Agree	Relaxed atmosphere Disagree	Row totals
Male	221	24	245
Female	119	15	134
Totals	340	39	379

*Agree and disagree responses were combined.

Pearson chi-square	.1834215	df=1	p=.668
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The findings indicate no correlation between gender and whether the atmosphere was relaxed and enjoyable.

Gender	Overall grounds Agree	Over grounds Disagree	Row totals
Male	212	33	245
Female	120	13	133
Totals	332	46	378

*Agree and disagree responses were combined.

Pearson chi-square	1.101111	df=1	p=.294
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There is no correlation between gender and the overall impression of the grounds and facilities.

Gender	Safety on standard Agree	Safety on standard Disagree	Row totals
Male	211	33	244
Female	118	15	133
Totals	329	48	377

*Agree and disagree responses were combined.

Pearson chi-square	.3909469	df=1	p=.532
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The findings indicate no correlation between gender and whether the safety and security at the festival was up to standard.

6.4 Summary

This chapter presented and discussed the research findings from the empirical study. It analysed the findings of the various questions in a systematic way, namely according to the sequence of the questions. It further analysed the findings in terms of both descriptive and inferential statistics.

CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

In chapter 6 the results from the empirical research were presented, analysed and discussed. In chapter 7 the conclusions and recommendations that emanated from this study are presented. Further research directions are also suggested.

7.2 Conclusions

The aim of this study was to investigate the consumer behaviour of visitors attending Macufe. The results indicated that the majority of respondents were South African citizens, with 55% from the Free State, followed by Gauteng, North West, KwazuluNatal, Eastern- and Northern Cape, Limpopo, Mpumalanga and the Western Cape. International visitors were from countries including Lesotho, Mozambique, Zimbabwe, Ghana, Malawi, Namibia, Portugal and Nigeria.

Most of the respondents were African, followed by coloured people, then white people, with Indian people being the fewest. The majority of respondents were permanent residents of Bloemfontein and the majority earned between 0 and R300 000 annually. Results on accommodation experience showed that Bloemfontein residents stayed at their homes during the festival, while student accommodation proved to be a popular form of accommodation with other respondents. This could be ascribed to the fact that students who stay in residences at local tertiary institutions attended the festival.

Other respondents used hotels, self-catering, B&Bs, guesthouses, and stayed with friends and relatives. Backpackers and camping/caravanning facilities were used the least. Respondents were, generally speaking, satisfied with their accommodation experience (although there were missing values in all the questions). Regarding the

expenditure patterns –most respondents indicated that they spent between R2001 and R4 000, with the minority spending below R2 000 on accommodation.

Regarding transportation and parking, most attendees used their own cars, with taxis being used second most. This could be because the majority of attendees were local citizens who resided in and around Bloemfontein. Rental cars and tour busses were the alternative modes of transportation. The average expenditure on this category was below R1 000.

The results further indicated that most attendees were happy with the food and beverages sold at the festival, the positioning of the stalls, and the variety of food and beverages that were available. Food stalls were also easily accessible and visible. Most respondents indicated that the venues for shows and entertainment were large enough. Pricing and quality of shows and entertainment were also viewed as acceptable by a large majority of respondents. This also applies to the overall impression of shows and entertainment, as more than 85% of respondents indicated a positive impression.

The majority of respondents indicated that their expenditure on shows and entertainment was between R500 and R1 000, whereas the minority of respondents spent below R500. The majority of respondents were positive about general issues which included ablution facilities, tidiness of the grounds and spaces to sit and relax. Only 61% of respondents stated that adequate cleaning staff was available. This could be a matter for further attention. Attendees were also generally satisfied with the security at the festival.

Analysis of the inferential statistics showed a correlation between the type of accommodation and consumer income (the lowest income bracket used less expensive accommodation), and between consumer income and mode of transportation used (most respondents used their own car). A correlation was also found between age and the amount spent on food – the 20 to 40 year age bracket spent most on food.

However, no correlation was found between age and the following aspects: how well the shows were organised, the suitability of the venues, pricing of shows and entertainment, the quality of the shows and entertainment, and the overall impressions of shows and exhibitions.

No correlations were found between the amount spent on shows and the organisation of shows, the suitability of venues, the pricing of shows and entertainment, the quality of shows and entertainment and the overall impression of shows and entertainment. Finally, no correlation was found between gender and ablution facilities, as well as between gender and places to sit and relax, the adequacy of cleaning staff, enjoyable atmosphere, and overall satisfaction with grounds and facilities and safety and security.

A correlation was, however, found between gender and tidiness of the grounds.

7.3 Recommendations

This section presents several recommendations based on the empirical findings of the investigation.

- Macufe organisers need to invest more in marketing the festival to other provinces, since it is evident that the festival is attended mostly by local and provincial residents. It appears that Macufe is well recognised within the borders of South Africa, but not many people are aware of it internationally. As the event mainly attracts African attendees, it is suggested that the festival organisers also target other racial groups, such as Indian and white people.
- In order to assist in attracting more white and Indian attendees, more shows aiming at these two market segments can be introduced. A collaborative effort could be fruitful between the organisers of Macufe and the Vrystaat Arts Festival

and more shows which featured in the one festival could be performed at the other, and vice versa.

- Even though there was a positive response regarding the matter of security at the festival, a large number of respondents (68 out of 400) either disagreed or did not respond to the question. This can only mean that there were some attendees who were not satisfied with the safety and security at the shows and entertainment areas/venues.
- The festival areas need to be clean at all times. Some respondents were not convinced of the cleanliness of the areas where shows were held. Some may have felt that more could have been done to keep the area cleaner than it was. Also, 29.75% of respondents were not convinced that facilities were clean enough (e.g., clean bathrooms and collecting waste).
- Festival organisers need to deal with the noise pollution caused by the festival, especially during the outdoor music festivals. Noise may disrupt other nonparticipants in the neighbouring areas of the festival, which could result in a negative experience towards the festival.
- Even though respondents seemed satisfied with the pricing of the food and beverages sold during Macufe, there were indications that the cost was not affordable to the entire population of festival goers. According to the results, 42% of respondents stated they spent more than R1000 on beverages during Macufe. This indicates that only the middle to higher income levels was able to spend such an amount of money on beverages, with the lower income levels (24%) saying they could only afford to spend R500 or less. This can be indicative that beverage prices might be too high and the festival organisers should investigate the matter

and structure their pricing of both food and beverages to better accommodate all income levels attending Macufe.

7.4 Suggested future research

This study can provide the groundwork for a detailed economic impact study on Macufe. This study has also paved the way for an investigation on how the people of Mangaung actually feel about Macufe. Other possible research could be conducted into the role and the contribution of government towards assisting Macufe and how to grow tourism in the Free State Province.

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Annexure A: Questionnaire

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This questionnaire relates to consumer experience and behaviour of visitors attending the Mangaung African Cultural Festival. The completion of the questionnaire is voluntary and anonymous and your willingness to assist is highly appreciated. The information provided will be used for research purposes only.

SECTION A: DEMOGRAPHIC PROFILE OF RESPONDENTS

Please indicate your answer by making an x in the applicable row or providing an answer in print.

1. Please indicate your country of residence.

1. South Africa	
2. Elsewhere in Africa	
3. International	

2. If from South Africa, please indicate the province.

1. Eastern Cape	
2. Gauteng	
3. Free State	
4. KwaZulu-Natal	
5. Mpumalanga	
6. Western Cape	
7. Limpopo	
8. North West	
9. Northern Cape	

3. If international, please indicate the country.

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4. Please indicate your gender.

1. Male	
2. Female	

5. Please indicate your race.

1. White	
2. African	
3. Coloured	
4. Indian	
5. Asian	
6. Other, specify	

6. Please indicate your age.

1. Under 21	
2. 21–40	
3. 41–60	
4. Older than 60	

7. How long are you planning today in the Bloemfontein area?

1. Permanent resident	
2. Student not permanent	
3. 1–3 days	
4. 4–7 days	
5. 2 weeks	
6. 7 weeks	

8. Please indicate your annual income.

1. Nil – R300000	
2. R301000 – R500000	
3. R501000 – R 700000	
4. R701000 or more	

SECTION B: ACCOMMODATION

9. Please indicate the type of accommodation you are using.

9.1 Hotel		9.6 Student accommodation	
9.2 Self-catering		9.7 Backpackers	
9.3 B&B		9.8 Camping/caravan	
9.4 Guesthouse		9.9 Bloemfontein resident?	
9.5 Friends/relatives		9.10 Other, specify	

10. Please rate your accommodation experiences, if applicable.

	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable
10.1 The staff treats me with respect.	1	2	3	4	5
10.2 Accommodation is value for money.	1	2	3	4	5
10.3 The rooms are neat and tidy.	1	2	3	4	5
10.4 Breakfast and/or other meals are value for money.	1	2	3	4	5
10.5 There is always someone available to assist me, irrespective of the time of day.	1	2	3	4	5
10.6 Staff members are knowledgeable about Bloemfontein and its tourist attractions.	1	2	3	4	5
10.7 The overall quality of the accommodation experience is good.	1	2	3	4	5

11. Please indicate **more or less** the amount that you spent on accommodation during Macufe.

1. Below R 2 000	
2. Between R2 001–R4 000	
3. More than R4 000	

SECTION C: TRANSPORTATION AND PARKING

12. Indicate your mode of transport getting to Macufe.

12.1 Tour bus		12.3 Rental car	
12.2 Taxi		12.4 Own car	
12.5 Other, specify			

13. Please rate your transportation experience, if applicable:

	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable
13.1 Staff is, generally speaking, friendly and efficient.	1	2	3	4	5
13.2 Staff is, generally speaking, able and willing to assist customers.	1	2	3	4	5
13.3 The overall service quality of transportation is good.	1	2	3	4	5
13.4 There is sufficient parking for individuals who use their own transport.	1	2	3	4	5
13.5 Parking is safe.	1	2	3	4	5

14. Please indicate **more or less** the amount that you spent on transportation during Macufe.

1. Below R1000	
2. Between R1000 to R2000	
3. More than R2000	
4. Own vehicle was used	

SECTION D: FOOD AND BEVERAGE

15. Please rate your food and beverage experience, using the following criteria.

	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable
15.1 Food stalls are well positioned.	1	2	3	4	5
15.2 Generally speaking, the food is value for money and served on time.	1	2	3	4	5
15.3 A variety of different food is available (e.g., African cuisine, fast foods, etc.)	1	2	3	4	5
15.4 Stalls that sell beverages are well positioned.	1	2	3	4	5
15.5 A variety of different beverages are	1	2	3	4	5
	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable
on sale (e.g., sodas, beer, etc.).					
15.6 The food and beverage selections met my expectations.	1	2	3	4	5

16. Please indicate **more or less** the amount that you spent on food during the duration of Macufe.

1. Below R200	
2. Between R200 and R500	
3. More than R500	

17. Please indicate **more or less** the amount that you spent on beverages during the duration of Macufe.

1. Below R500	
2. Between R500 and R1 000	
3. More than R1 000	

SECTION E: SHOWS AND ENTERTAINMENT

18. Please rate your experience regarding the shows and entertainment, using the following criteria.

	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable
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18.1 Generally speaking, the shows and entertainment are well organised.	1	2	3	4	5
18.2 The venues for the shows and entertainment are suitable and large enough.	1	2	3	4	5
18.3 The shows and entertainment are reasonably priced.	1	2	3	4	5
18.4 The quality of the shows and entertainment met my expectations.	1	2	3	4	5
18.5 The overall impression of the shows and exhibitions is good.	1	2	3	4	5

19. Please indicate **more or less** the amount that you spent on shows and entertainment during Macufe.

1. Below R500	
2. Between R500 and R1 000	
3. More than R1000	

SECTION F: GENERAL ISSUES

20. Please rate the general issues, using the following criteria.

	Strongly agree	Agree	Disagree	Strongly disagree	Not applicable
20.1 The ablution facilities are adequate.	1	2	3	4	5
20.2 Generally speaking, the grounds are neat and tidy.	1	2	3	4	5
20.3 There are enough places to sit and relax.	1	2	3	4	5
20.4 There is adequate cleaning staff on duty (e.g., cleaning bathrooms and collecting waste).	1	2	3	4	5

20.5 There is, generally speaking, a relaxed and enjoyable atmosphere.	1	2	3	4	5
20.6 My overall impression of the grounds and facilities is good.	1	2	3	4	5
20.7 There are police/security guards present and safety is up to standard.	1	2	3	4	5

THANK YOU FOR YOUR PARTICIPATION!